SEPTEMBER 17, 1956 35c PER COPY

BROADCASTING TELECASTING

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25TH year

A BUSINESSWEEKLY OF RADIO AND TELEVISION

60 seconds is all it takes...

Every 60 seconds of every working day an estimated 56,601 candy bars are produced—about 7,063,875,000 in a year.

Spot Radio *sells* those candy bars—or anything else—effectively and economically.

Spot Radio costs less to reach more customers, whoever they are, whenever and wherever you like.

And, 60 seconds is all it takes.

WSB ..... Atlanta	WISN ..... Milwaukee	KFMB ..... San Diego
WGN ..... Chicago	KSTP ..... Minneapolis-St. Paul	KMA ..... Shenandoah
WFAA ..... Dallas-Fort Worth	WTAR ..... Norfolk	KTBS ..... Shreveport
WIKK ..... Erie	WIP ..... Philadelphia	WNDU ..... South Bend
KPRC ..... Houston	WRNL ..... Richmond	KVOO ..... Tulsa
WJIM ..... Lansing	KCRA ..... Sacramento	ABC... Pacific Radio Regional Network
KARK ..... Little Rock	WOAI ..... San Antonio	Texas Quality Network

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

EFFECTIVE OCTOBER 1 THE NEW ABC AFFILIATE IN RICHMOND, VA. IS

5000 WATTS

1380 KC

REPRESENTED NATIONALLY BY BOLLING CO., INC.

RICHMOND, VA.

NOW MORE THAN EVER BEFORE PROGRAMS WILL BE BIGGER AND BETTER ON BOTH WMBG AND ITS SISTER STATION WCOD (FM) WHICH DUPLICATES THE ENTIRE WMBG SCHEDULE WITH 50,000 WATTS. THE FIRST STATIONS OF VIRGINIA WMBG (AM), WCOD (FM), AND "THE SOUTH'S FIRST TELEVISION STATION" WTVR ARE PLEASED TO JOIN THEIR FORCES IN PRESENTING TO THEIR VAST VIRGINIA AUDIENCE THE FULL AND COMPLETE FALL PROGRAM LINE-UP OF AMERICA'S FASTEST GROWING AND MOST DYNAMIC NETWORK—THE AMERICAN BROADCASTING CO.

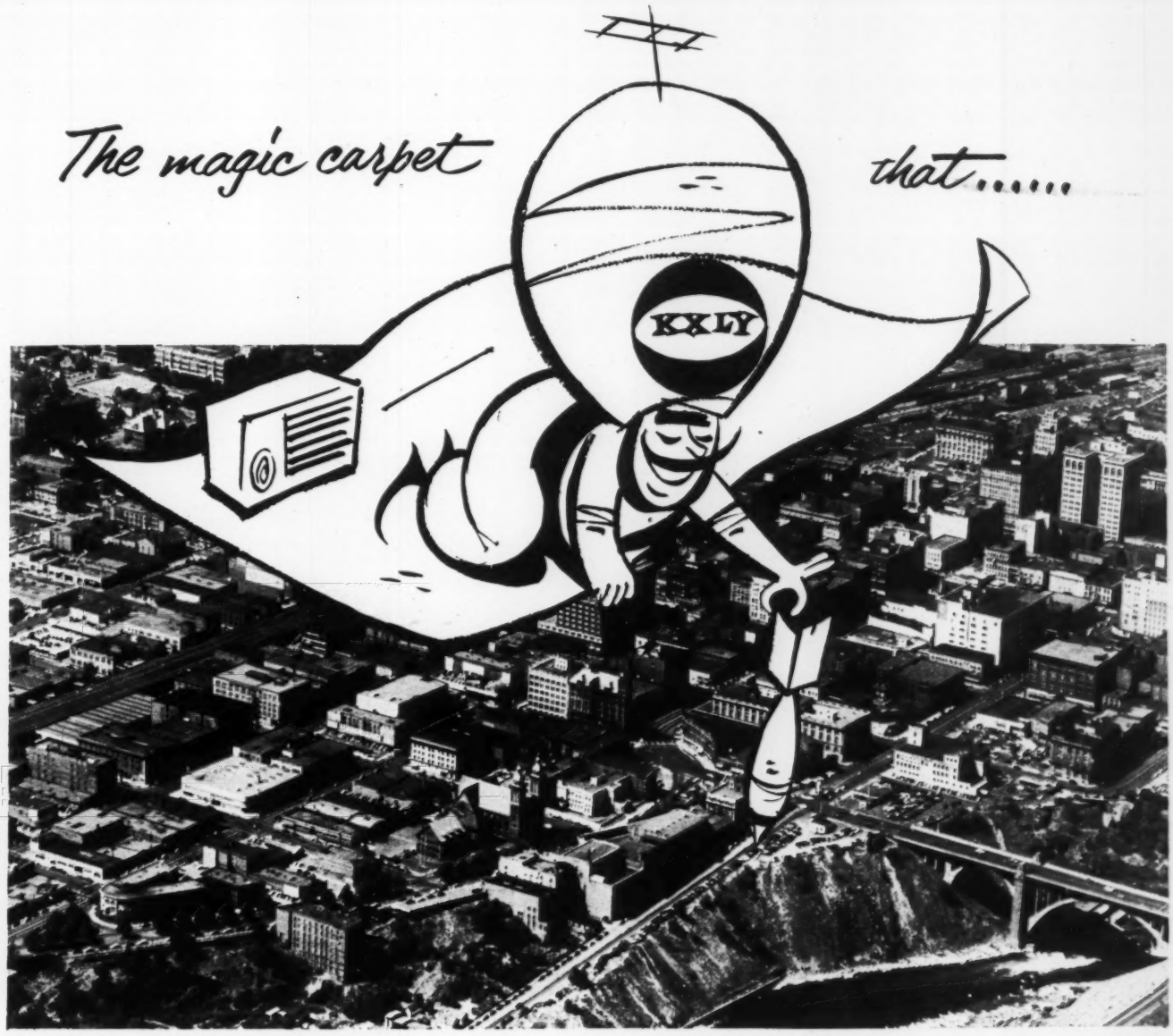
WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
AFFILIATED WITH ABC-TV

The magic carpet *that.....*



COVERS THE EMPIRE!

No other advertising medium in the billion and half dollar Inland Empire reaches as many buyers as KXLY-TV! Only from 6,018 feet Mt. Spokane can your message reach ALL the television receivers in this big segment of the great, booming Northwest! Proof that the "magic carpet" covers the Empire best is the fact that more local advertisers use KXLY-TV than the other two stations combined. Plan to blitz this rich package of consumers with sales bomb from the "magic carpet that covers the empire!" Write for complete market and coverage information.

KXLY TV

Inquire about the bonus merchandising service KXLY-TV advertisers may qualify for: TELE-MARKET and PARADE OF PRODUCTS

channel 4

The station with a million friends!

REPRESENTATIVES: AVERY-KNODEL
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

SEATTLE-PORTLAND
ART MOORE AND ASSOCIATES

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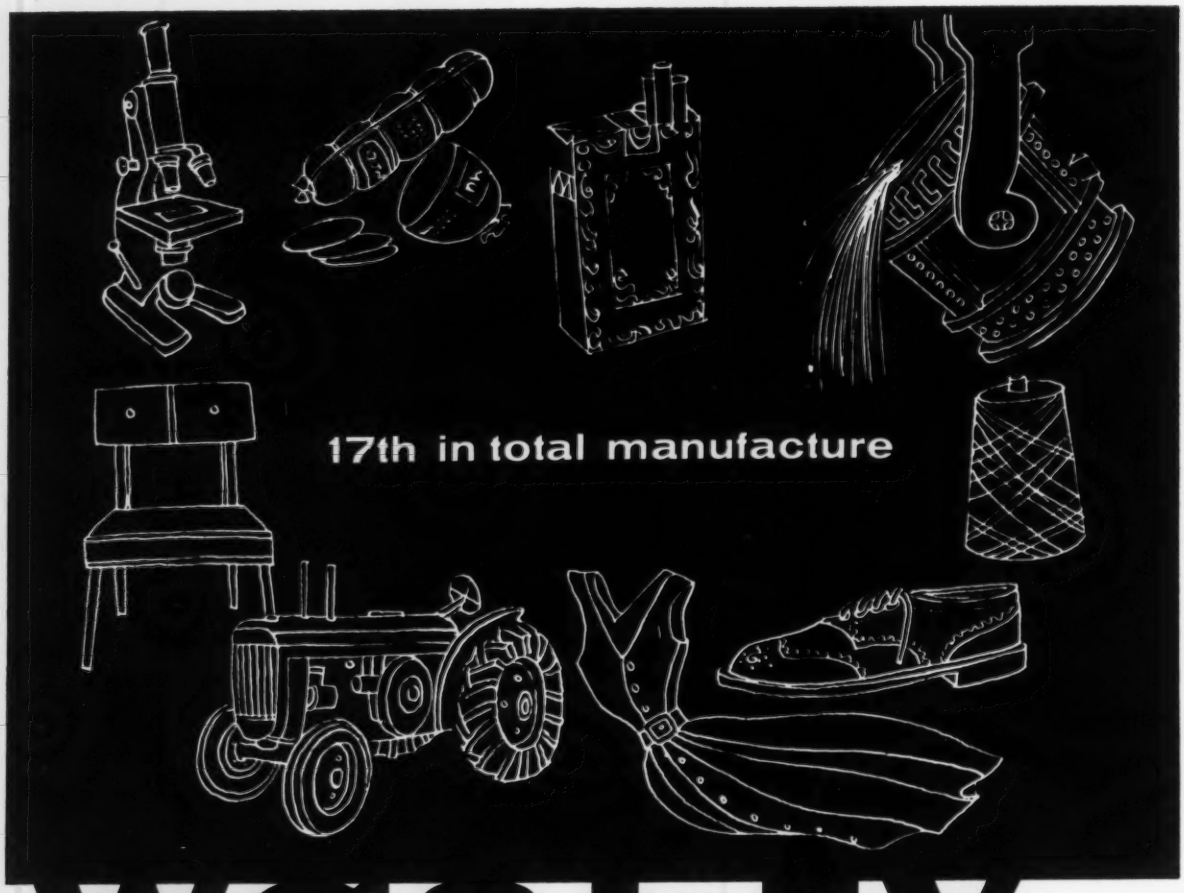


wgal-tv

LANCASTER, PENNA.

NBC AND CBS

Among the television markets foremost in total manufacture, the Channel 8 Multi-City Market ranks seventeenth, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*) This is indicative of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

CHANNEL 8 MULTI-CITY MARKET

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

closed circuit®

COMPARABLE RATINGS • First issue of *Activity*, new rating service to be published weekly by A. L. Sindlinger & Co., Philadelphia, audience research firm, slated to appear early this week. It will be report on audience for all major advertising media — tv, radio, newspaper, magazine and screen advertising—all measured on common base so that ratings of various media are directly comparable.

B•T

WHILE national average increase in radio national spot billing from January to July was 20.6%, based on Station Representatives Assn. findings, one national representative reports billing increase for his list during period approached 40% and is destined to stay at that level or above for entire year. Inquiries at firms handling both radio and tv bring consensus that, percentage-wise, spot radio will outstrip spot tv, but not in dollars.

B•T

TRAFFICKING TEMPTATION? • FCC, in its inner councils, is pondering question whether its practice of issuing tax-exemption certificates on new station purchases—which date back to "forced sales" under duopoly rule—actually functions to enforce Commission policy. Duopoly rule, preventing ownership of more than one station of same class in same market, in force since 1941, resulted in tax certificate innovation so that capital gains taxes would not have to be paid on "forced sales." One view is that continued use of tax certificate operates to promote "trafficking" in stations.

B•T

BROADCASTER resentment over demand by Olympic Organizing Committee for heavy tv and theatrical newsreel fees to cover upcoming games will be fanned to white heat when background comes out into open. Behind this move against two visual media is reported desire of Australians to build up huge kitty that will finance foreign travel of their athletes for years to come. U. S. opposition centers around protest made by NARTB Freedom of Information Committee. European broadcasters also are set to resist coverage demands.

B•T

HOT KINE • NBC-TV's color kinescope process using monochrome lenticular film (story, page 78) is considered not only "emergency measure" to provide necessary three-hour time delay for west coast color shows but also "long range" despite imminence of color tape recording development by RCA-NBC team. Color kinescope showing last week was unexpected order from front office, since first public display wasn't scheduled until Sept. 29. In fact, whole color closed-circuit was rush two-day production with Ziegfeld Theatre conversion to tv completed within but one hour of "show time" and technical crews getting no chance for shake-down trials.

B•T

STRENUOUS efforts have been made during past fortnight to complete paper work for filing of applications with FCC for transfer of Bitner stations (Consolidated Television & Radio Broadcasters Inc.) to Crowell-Collier, but immensity of detail in $16 million-plus transaction necessitated postponement until sometime this week—probably by Friday, Sept. 21. C-C on Aug. 31 announced it had completed its financing (B•T, Sept. 3), delayed because of tight money market. If application is filed by Sept. 21, it will allow FCC six weeks for approval prior to Oct. 31 cut-off date of sales contract.

B•T

CONSPICUOUS BY ABSENCE • Although six members of FCC were in New York last week, principally to attend RTES luncheon at which Chairman McConnaughey was speaker, all stayed away from opening of Celler Subcommittee antitrust hearings at Federal Building in downtown New York. Among observers for FCC, however, were Robert D. L'Heureux, administrative assistant to chairman, and Ashbrook P. Bryant, Broadcast Bureau attorney now assigned to network study staff, latter taking copious notes.

B•T

NETWORK representatives at Celler Subcommittee hearings were non-plussed by reading into record of portions of strongly worded presentation made by major film producers to network study group last May 31. They said it was first they knew of these charges they will be called upon to answer this week (story, page 39).

B•T

NIGHT RADIO BUY • Reflecting renewed interest in radio by major advertisers, Columbia Pacific Radio Network today (Monday) will announce 52-week purchase by Regal Amber Brewing Co. (Regal Pale beer) of 15 CPRN stations on Monday-through-Saturday 9-9:30 p.m. (PST) for Gil Henry's *Regal Record Room* through Guild, Bascom & Bonfigli, San Francisco, effective Oct. 8. Show will originate from KNX Los Angeles.

B•T

CITATION by Dept. of Defense will be awarded NARTB President Harold E. Fellows Sept. 30 for outstanding service on behalf of Reserve Forces Act Week. Parade review will be staged at Fort Myer, Va., by Presidential honor guard, it's understood. Defense Dept. credits Mr. Fellows with bringing about wide publicity on behalf of reserve week.

TOLL TV STUDY • That remark of Chmn. McConnaughey in New York last week—that the FCC may begin studying staff-digested comments on pay tv within next 30 to 60 days—does not mean that the staff has started breaking its back to get material together. Ever since controversial subscription tv suggestion first arose, staff has been compiling data on subject and is up-to-date on complete "appreciation" of entire matter.

B•T

WHEN Chmn. McConnaughey ventured thought there should be some experimental pay tv so public's reaction to paying for tv programs can be more accurately gauged, he was allying himself with Comr. Lee who made that very point in his by-lined article in Look Magazine *earlier this year [B•T, March 12]. Comr. Lee said that pay tv may prove to be salvation for uhf outlets.*

B•T

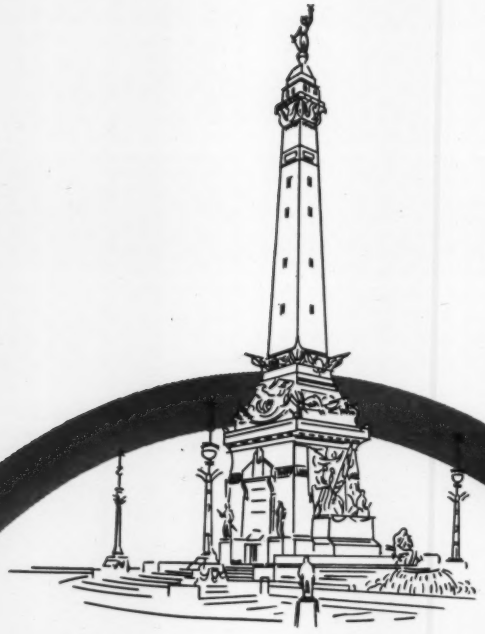
SUPREME COURT TEST • Supreme Court will be asked to review July Court of Appeals 8-2 decision upholding right of FCC to allocate ch. 10 to Vail Mills, N. Y (outside of Albany, N. Y.). Appeal will be sought by ch. 35 WTRI (TV) Albany. In essence, move asking Supreme Court for writ of *certiorari* means court-ordered stay against accepting applications for Vail Mills ch. 10 remains in effect. Application for that vhf channel has been filed by ch. 41 WCDA (TV) Albany, but has not yet been accepted by FCC. FCC has proposed to delete ch. 10 allocation in pending deintermixture case dealing with area.

B•T

FCC ALSO is considering appeal of its own to highest tribunal in case involving WSPA-TV Spartanburg, S. C., wherein Court of Appeals held FCC erred in granting station permission to move its transmitter from one mountain to another [B•T, Sept. 10]. One legal view, it's understood, is that Justice Bazelon, who wrote strong opinion, exceeded court's function in telling FCC it must accept population count based on curves. Other is that there's no necessity to ask for Supreme Court review, since mandate can be met without depriving public of service now being received from WSPA-TV.

B•T

GIVES UP ONE HAT • Jack Harris, newly elected president of Assn. of Maximum Service Telecasters, has tendered his resignation to NARTB President Harold E. Fellows as chairman of association's Television Information Committee, which he has headed past two years. With expansion of NARTB's public relations program [B•T, Sept. 10], Mr. Harris assumed work of TIC had been concluded and, moreover, expressed view that his duties with AMST would preclude continued active participation in NARTB public relations.



Nine consecutive ratings,
covering more than a year,
all confirm: "In Indianapolis
the one dominant station
is WISH-TV"

CBS TELEVISION

WISH-TV
channel **8**

Represented by the Bolling Company

at deadline

JUSTICE DEPT. MAPS MORE FBI PROBES OF NETWORK 'CONTROL' IN TELEVISION

JUSTICE DEPT. will continue to press its two-year industry-wide tv probe with vigor and will ask its Federal Bureau of Investigation later this month to embark on new network-station-tv advertiser expedition to collect "wide variety of information concerning network procedures for selling time to advertisers."

Pending new FBI hunt (agents have been actively canvassing field since last March) disclosed Friday by Assistant Attorney General Victor Hansen, in charge of Justice's Antitrust Div., only witness to appear on second day of Celler probe (earlier story page 39). Mr. Hansen, indicating get-tough policy, proved to be first witness cast in main supporting role of network critic.

As Mr. Hanson's testimony ended Friday—subcommittee recessed until today (Mon.)—Rep. Emanuel Celler (D-N. Y.) suggested voluntary effort by tv industry to effect changes to avoid protracted litigation; asserted FCC could solve matter in even shorter time (than Justice Dept.'s estimate of one to two years for whole picture to be studied and before any court action instituted by government). Mr. Celler noted FCC has power to modify chain broadcasting rules.

Training most of volley against network "control" practices, Mr. Hansen warned "must buys" *may* violate Sec. 1 of Sherman Antitrust Act, that network-talent arrangements with talent tied to network and made condition to purchase of choice time by advertisers also might constitute antitrust violation.

Action against alleged networks' preference for their own shows also hinted by Mr. Hansen, who held out possibility that tv shows might be considered not as services but as commodities (and thus be subject to Robinson-Patman Act), as result of complaints now before Federal Trade Commission against advertisers using radio-tv merchandising plans [B•T, July 30]. Another fact-finding aim, he said, is to determine whether fixed time rates—via owned and operated stations and by affiliates by virtue of time periods sold to national advertisers—constitutes illegal price fixing.

Possibility of divestiture proceedings to separate networks from tv production was suggested by Mr. Hansen as last resort if relief is needed and no other is available.

Unexpected development was Mr. Hansen's expressed concern with purported move within FCC to liberalize multiple-ownership limit on tv station (now seven with maximum of five v's) and assured subcommittee Justice would ask FCC to consider tightening existing limitation even further.

During his testimony, he raised possibility that Philadelphia federal grand jury study of NBC-Westinghouse arrangement may be widening by disclosing that firms other than RCA, NBC, Westinghouse Broadcasting Co. and Westinghouse Electric have had files subpoenaed—he mentioned CBS as one of these firms. "More of these [file subpoenas] may still be forthcoming," Mr. Hansen said, refusing to elaborate.

Mr. Hansen drew parallel of network "control" over nation's tv stations to now famous Paramount Pictures case of 1948, in which Supreme Court divorced movie production and exhibition. But, he said, "networks' control over the nation's tv stations dwarfs the majors' power over theatres condemned in Paramount [case]." Presenting figures showing number of network-affiliated stations as about two weeks ago (422 stations out of total of 457), Mr. Hansen asserted "it seems clear the networks own or are affiliated with more than 90% of the television stations in this country."

He also charged that its probe, though not yet complete, suggests that the principal networks beyond doubt have power to dominate if not control aspects of television and spill over into distribution of entertainment and program production, building of scenery and tie-ups of talent. Thus, he said, Justice's inquiry now "focuses on whether that power has been, or will likely be, used to exclude competition."

Mr. Hansen noted Justice Dept.'s tv probe now spans every relevant facet in network operations, including pricing of shows (network and independent), discounts, rebates, program rejections, kinescoping, network time demand-supply, percentage of prime network time occupied by network-owned or controlled shows, etc.

Witnesses slated for today's hearing at 10 a.m., Federal Bldg., Foley Sq.: songwriters Stanley Adams (former ASCAP president) and Jack Lawrence and showman-songwriter Billy Rose; Carl Haverlin, president of Broadcast Music Inc. Mr. Celler indicated to newsmen that networks may be called to testify latter part of this week, and if necessary when New York phase of hearings is over, they would resume in October, possibly in Washington.

Mr. Rose announced Friday that he, Mr. Adams and Mr. Lawrence would testify today under subpoena and that they, along with others, including Oscar Hammerstein II, Dorothy Fields and Otto Harbach, would hold news conference immediately following the subcommittee's morning session today.

No Cuts for RCA Color

NATIONALLY-ADVERTISED prices of RCA Victor color sets will not be reduced for introduction of 1958 models, President Frank Folsom of RCA told sales meeting Friday in Camden, N. J. In fact, RCA can offer no assurance prices will not rise due to increasing costs in labor and materials, he said.

OLD WAYS BEST?

AS PART of plans to strengthen programming structure, WGN Chicago reportedly is contemplating airing dance band remotes from key hotels—just as radio stations used to do in radio's "Golden Era." Success of Lawrence Welk on tv and revived interest in name bands said to be factors in the *Chicago Tribune* station's consideration of move, along with desire to veer WGN away from now-conventional record format and "jukebox" concept.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

PETER PAUL PURCHASE • Peter Paul candy, Naugatuck, Conn., starting tv spot schedule Sept. 16 in approximately 100 markets. Contract, for 52 weeks, placed through Dancer-Fitzgerald-Sample, N. Y.

CLARK CAMPAIGNS, TOO • D. L. Clark Co. (Clark candy bars), Pittsburgh, planning three-month tv spot drive in children's shows on 64 major market stations across country. Agency: Grant Adv., Detroit.

DENTURE DRIVE • Block Drug Co. (Poli-Grip and Polident), Jersey City, planning tv spot announcement campaign in approximately 65 markets for 13 weeks, starting Oct. 1. Grey Adv., N. Y., is agency.

SHAMPOO PREPARES • Block Drug Co. (Minipoo shampoo), Jersey City, preparing spot announcement radio campaign to begin Oct. 14 for nine weeks in 14 major cities. Agency: Down, Redfield & Johnstone, N. Y.

LEVER LAUNCHING • Lever Bros. (Silverdust), N. Y., placing 10-week radio spot announcement campaign effective Oct. 1 in nearly 50 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SOUP'S ON • Thomas J. Lipton (Lipton soup), N. Y., placing radio and tv spot announcement campaigns in 15 radio and 15 tv markets. Radio campaign breaking on West Coast Oct. 1 for five weeks; in Gulf area Oct. 15 for four weeks; in East, Oct. 1. Tv spots start Oct. 15. Young & Rubicam, N. Y., is agency.

KEY OPENS AD PUSH • National Key Co., Cleveland, today (Mon.) launching "first full-scale campaign" in key industry, using spot radio and television, plus other media. Blaine-Thompson Co., agency, said number of radio-tv markets not determined but campaign, starting this week, is expected to reach markets throughout country where National Key's 23,000 dealers are located.

SOUTHEASTERN BUY • Colonial Stores will sponsor Ziv Tv's *Dr. Christian* film series in 15 major southeastern markets beginning in October. Liller, Neal & Battle, Atlanta, is agency.

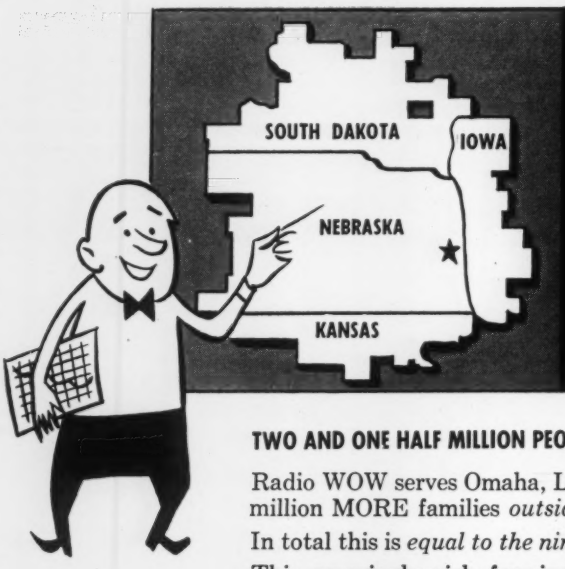
BREAD BUYING • Baker's Franchise Corp. (Lite Diet bread), N. Y., through Kastor, Farrell, Chesley & Clifford, N. Y., planning radio spot announcement campaign beginning late September and early October for 13 weeks in about half-dozen eastern markets.

AMMONIA ON RADIO • Parsons Ammonia Co., N. Y., through Jackson-Hedrick, N. Y., started six-week radio saturation campaign Saturday in half-dozen major markets.

RADIO FOR MY-T-FINE • Penick & Ford Ltd. (My-T-Fine desserts), N. Y., through BBDO, N. Y., placing radio spot announcement campaign in New England area only, starting Sept. 26 for six weeks.

You can Sell the 9th U.S. Market

with One Dominant Medium...



REGIONAL RADIO

WOW

TWO AND ONE HALF MILLION PEOPLE... with over 3½ billion dollars to spend!

Radio WOW serves Omaha, Lincoln and Sioux City, Iowa—plus 1¾th million MORE families *outside those areas.*

In total this is *equal to the ninth market, population-wise in the U.S.A.*

This amazingly rich farming-industrial population spends over 3½ Billion a year for goods and services. Are you getting your share?

GET THE COMPLETE STORY—New brochure tells all—the story of the market, the audience and the programming that makes one-station coverage (a media—man's dream) come true! If you've seen Bill Wiseman's 1956 Presentation, you'll get a copy right off the press. If you missed it—write us now for your copy.

ONE medium does it!

FRANK P. FOGARTY
Vice President and General Manager

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

NBC SALES ECHELON GETS NEW REVAMP

SERIES of new appointments in wake of NBC top-level executive realignment being announced today (Mon.) by Thomas A. McAvity, new executive vice president for television network programs and sales.

William R. (Billy) Goodheart Jr., veteran show business authority who came out of retirement to join NBC last spring will be put in charge of NBC-TV network sales with nomination for vice presidency to go before NBC board of directors at meeting Oct. 5. He succeeds George H. Frey, who's moving to Sullivan, Stauffer, Colwell & Bayles [CLOSED CIRCUIT, Sept. 3; also see story, page 48].

Mr. McAvity, one of four executive vice presidents appointed in reorganization 10 days ago [B•T, Sept. 10], also named Michael H. Dann, vice president in charge of tv program sales, to same post in new alignment; Walter D. Scott, who has been vice president and national tv sales manager, to be vice president and tv sales director, and Carl M. Stanton, former vice president in charge of NBC Film Div., to be vice president in charge of tv programs and sales, business affairs. Messrs. Dann and Scott report to Mr. Goodheart; Mr. Stanton to Mr. McAvity.

Meanwhile, announcement to be made shortly that Thomas McFadden, vice president and general manager of NBC's WRCA-AM-TV New York, will return to owned stations and NBC Spot Sales division as vice president in charge under Charles R. Denny, who held that post until elevation to executive vice president in charge of operations in executive realignment.

In other developments, Richard A. R. Pinkham, vice president in charge of tv network programs, who had been slated to get offer of another post, decided to stay—and word Friday was that he would keep present title and responsibilities. Frederic W. Wile Jr. also has announced resignation as vice president in charge of tv programs for Pacific Div. [CLOSED CIRCUIT, Sept. 10] saying his future plans have not been made.

Speculation continued about future plans of Sylvester L. (Pat) Weaver Jr., who resigned as board chairman coincident with reorganization. He was reported to have had "many" offers (Crowell-Collier's budding broadcast division, MGM, at least two agencies, BBC, financial backing for own enterprises were among those mentioned by some associates). He was represented as challenging estimates that NBC settled his long-term contract for $200,000 or $300,000, saying terms were much to complicated to put precise figure on.

Bon Ami Puts $350,000 Into Biggest Spot Drive

IN ITS BIGGEST single tv spot splurge to date, Bon Ami Co., through Ruthrauff & Ryan, N. Y., this month and next will conduct daytime drive reportedly totaling $350,000 in billings. Starting today (Mon.), Bon Ami, for new push-button "Jet-Spray" cleanser, buys into NBC-TV's *Today* and CBS-TV's *Good Morning With Will Rogers Jr.*; on Sept. 24, into NBC-TV's *Home* and ABC-TV's *Afternoon Film Festival*, and on Oct. 7 into NBC-TV's *Matinee Theatre*. Bulk of tv budget, however, is slated for saturation spot drive in total of 50 markets. Sixteen eastern markets will be hit Sept. 26 and 27 with one-day "Bon Ami Sellathon" consisting of 32 announcements; western markets Oct. 17 and 18—using two stations each "in most cities." Supplementing this 43-market campaign will be additional tv spot drive starting end of September in seven major cities. Entire drive is keyed to coincide with completion of national distribution of "Jet-Spray."

O'Connor Purchases WJVB

WJVB Jacksonville Beach, Fla., sold Friday by J. Lyle Williams Jr. to J. W. (Bill) O'Connor for $75,000, subject to FCC approval. Sale handled by Blackburn-Hamilton Co. Station operates on 1010 kc, 1 kw daytime. Mr. O'Connor recently bought WPFA Pensacola, Fla., subject to FCC approval. He is Chicago radio artist.

WPIX (TV) Strikes 'Pitches'

WPIX (TV) New York reported Friday it has instituted policy of rejecting all "hard sell" and "pitch advertising" and believes station will be "entirely free" of this type of advertising by end of September. Spokesman said move resulted from national advertisers buying time in "increasing numbers" after station started heavily programming "top-quality" syndicated half-hour shows (60 currently on station). He added WPIX "never was happy about the situation, and was waiting for first chance to get rid of mail order and 'hard sell' business." Though not NARTB member, he said, station plans to observe NARTB code provisions.

Loew's Hits KMGM-TV Call

USE of KMGM-TV by what was KEYD-TV Minneapolis-St. Paul was protested by Loew's Inc. Friday when it filed petition with FCC to reconsider grant of call letter change made last month. Owners of KMGM-TV announced they were negotiating with Loew's for lease of MGM feature films as well as minority interest for Loew's in station [B•T, Sept. 10]. Loew's, silent on this, claimed "MGM" trade mark was theirs, that use of call unauthorized and might damage its film sales in Minneapolis-St. Paul area.

Engineers Get 'til Oct. 1

FCC Friday extended to Oct. 1 deadline for comments from engineers regarding analysis of controverted basic technical data on which comments on proposed deintermixture rulemaking involving 14 cities must be based. Original deadline for engineering aspects was Sept. 15. Deadline for comments on proposed unmixing was Sept. 10 but was extended to Nov. 15 several weeks ago. Engineering analysis by special committee of Assn. of Federal Communications Consulting Engineers being mailed to FCC this weekend. Consensus, according to best information, is that some uhf data should not be relied on too heavily.

PEOPLE

ROBERT L. HOENSHEL, merchandising director, Victor A. Bennett Co., N. Y., elected vice president.

STORRS HAYNES, formerly vice president in charge of radio-tv for Compton Adv., N. Y., and previously radio-tv account executive with McCann-Erickson, N. Y., appointed television group head at J. Walter Thompson Co., N. Y.

WILLIAM P. HEMP, merchandising supervisor for International Div., Minnesota Mining & Mfg. Co. (broadcast tapes), promoted to assistant sales manager for division's tape products.

GERALDINE ZORBAUGH, vice president and special assistant to president of ABC, to be honored tonight (Mon.) by New York chapter, American Women in Radio & Television, at testimonial dinner hailing her as first woman vice president in network broadcasting.

GEORGE F. HALLER, formerly media supervisor at Biow-Beirn-Toigo Inc., N. Y. (now defunct), to media department of J. Walter Thompson Co., Chicago.

WHAM-TV Now WROC-TV

WHAM-TV Rochester, N. Y., city's oldest tv station, changes call letters to WROC-TV effective today (Mon.). Station continues as NBC-TV affiliate. David C. Moore, Transcontinent Television Corp. president, said operating policies will not be changed. Change in call letters specified in contract by which TTC sold WHAM-AM-FM to Riggs & Green Inc. Originally, WROC call belonged to *SS Frederick Von Steuben* for visual signal purposes. Ship has been decommissioned. William Fay, longtime manager of WHAM properties, continues as WROC-TV president.

Tv-Boosters to Be Debated

FIRST industry discussion of pressing issues in community tv-booster controversy to be held at Salt Lake City during Thursday-Friday NARTB regional meeting (early story page 81). William C. Grove, KFBC-TV Cheyenne, Wyo., host director, has scheduled debate involving Bernard Koteen, counsel for tv station group that asked FCC to put community facilities on common-carrier basis; E. Stratford Smith, executive secretary, National Community Television Assn., and Robert L. Heald, NARTB chief attorney.

Scherer Elected MARTB Head

J. P. SCHERER, WHFB Benton Harbor, elected president of Michigan Assn. of Radio & Tv Broadcasters Friday at close of meeting (early story, page 84). He succeeds Carl E. Lee, WKZO Kalamazoo. Other officers elected were Les Biederman, Paul Bunyan Network, vice president, and George Millar, Knorr Broadcasting Co., secretary-treasurer.

Shelby Gets Sarnoff Medal

DAVID SARNOFF Gold Medal for 1956 of Society of Motion Picture & Television Engineers will be awarded posthumously to Robert E. Shelby, NBC vice president and chief engineer at time of his death last December. Medal, established in 1951 to recognize technical contributions to tv art as well as to encourage development of new techniques, methods and equipment, will be given to Mr. Shelby's widow Oct. 9 during SMPTE's 80th convention in Los Angeles. Mr. Shelby was one of tv's pioneers in both uhf and color systems.

the week in brief

FILMS VS. NETWORKS

Testifying before House Antitrust Subcommittee, tv film producers charge tv networks with using option time clauses to control programming of their affiliates 39

PARTY TIME BUYS

They already aggregate more than $2 million in contracts or options with ABC, CBS, NBC radio and tv networks, Senate Elections Subcommittee hears 42
Table of party network time options 43

NTA FILM NETWORK STARTS OCT. 15

Ely Landau, president of tv's first film network, says it will provide two hours of programming a week to its 104 affiliated stations, hopes to have 10 hours a week by 1959-60 56

ELECTRONICAM COAST DEBUT SET

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*Reg. U. S. Patent Office

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MEMO

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22% Increase in Nighttime Audience
NO INCREASE IN RATES!

Everybody knows that WTCN-TV is the best *daytime TV* buy *in the Twin Cities . . . NOW LOOK what's happening at* night!

WTCN-TV's nighttime viewing audience has *increased over 22%* over last year* as television heads into the busy Fall season! Get both *impact* AND *frequency* on WTCN-TV . . . AT NO INCREASE IN RATES! Ask about WTCN-TV's fabulous Class A or AA Five & Ten Plan! Check Katz for availabilities and rates!

*Pulse—6 pm-Midnight . . . 7 days per week July, 1955—July, 1956

WTCN-TV Channel 11

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

"The Station of the Stars" 316,000 watts

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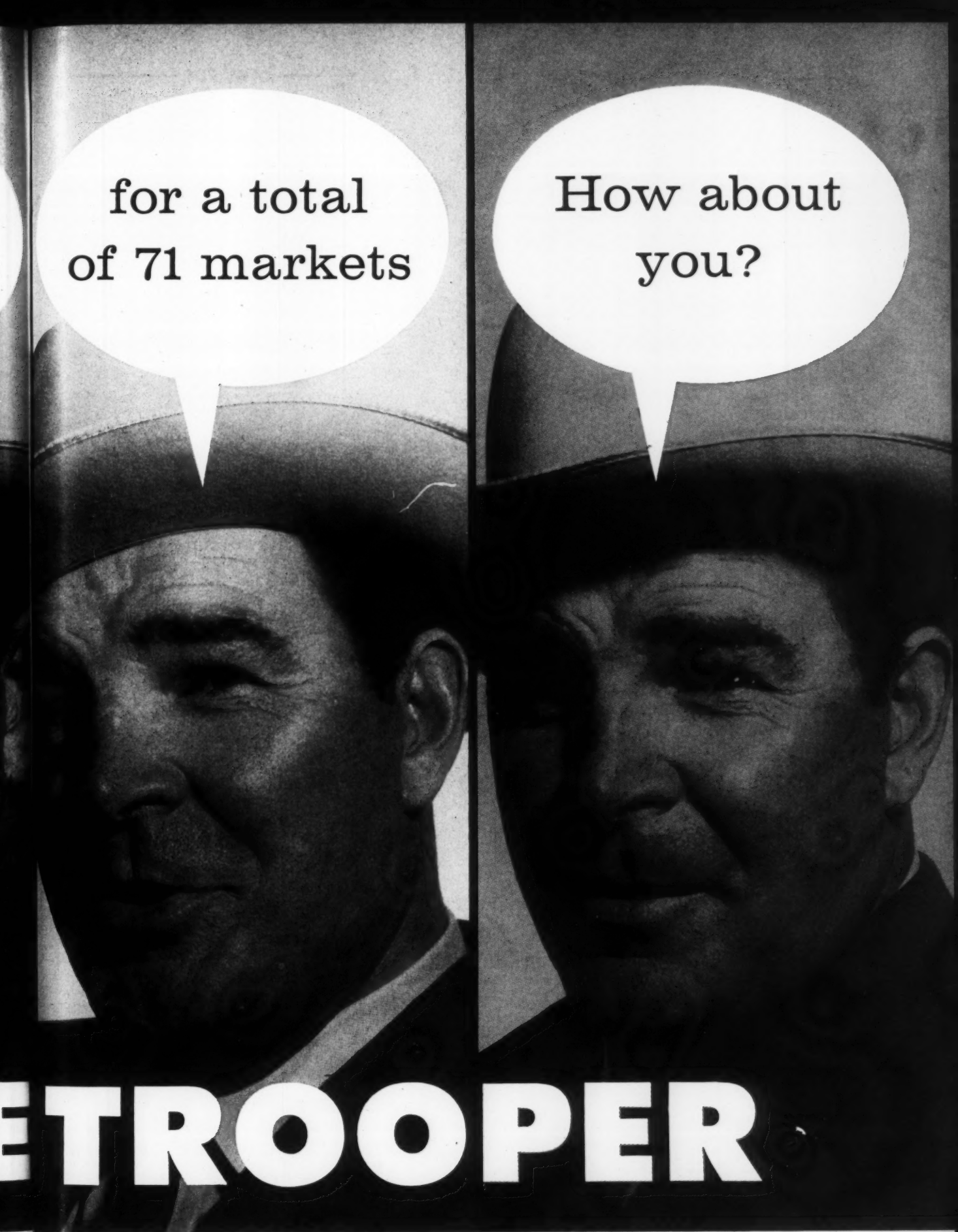
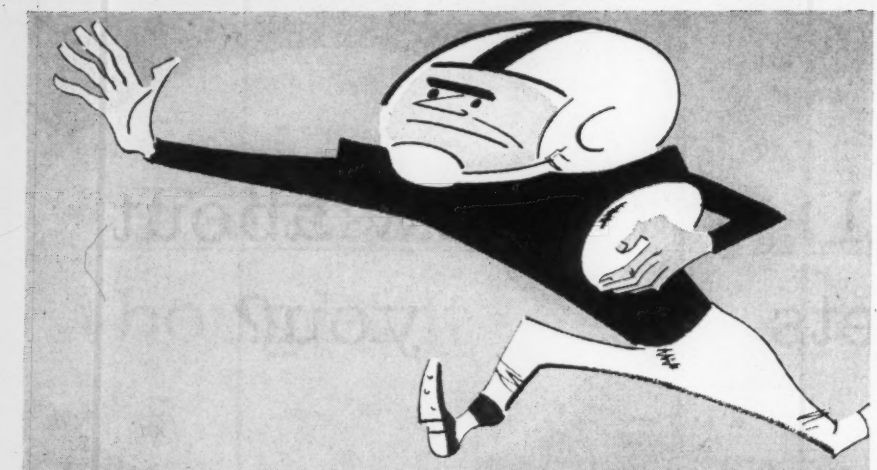


Investigate...and
Act Now for
the Big '57 ahead

MCA TV



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every Saturday

SAVE up to 15%

By Buying 2 or More of these Powerful Stations

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Dearborn-Detroit Flint, Mich. Jackson, Mich. Saginaw, Mich.

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BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

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The Community Stations

KNORR BROADCASTING CORP.

AWARDS

Six Legion Auxiliary Awards Split Evenly by ABC, NBC

THREE ABC and three NBC programs have been cited for "Golden Mike" awards by the American Legion Auxiliary during the group's 36th national convention in Los Angeles concurrent with the American Legion's 38th convention there. Awards for radio-tv were instituted by the auxiliary in 1950.

Two radio awards went to NBC, one for *Dr. Norman Vincent Peale* as best religious program and another for *Lone Ranger* as best program for youth. ABC Radio's *Voice of Firestone* was honored as best musical program.

ABC-TV won two television awards, one for *Life Is Worth Living* as best religious program and another for *Disneyland* as best program for youth. NBC-TV received a Golden Mike for *Perry Como Show* as best musical.

Awards were presented by Mrs. Bowden D. Ward, national president of the auxiliary. They were based on a national poll of the auxiliary's membership of one million women.

Top 'Ham' to Be Honored

NOMINATIONS for the fifth annual Edison Radio Amateur Awards—sponsored by the electronic components division of General Electric Co.—will close Jan. 3, 1957, the awards committee announced last week. The Edison Award Trophy and a $500 check will be given to one of the nation's 140,000 licensed radio amateurs who displayed sufficient "sacrifice, ingenuity and benefit" in the public interest within the continental limits of the U. S. during the 1956 calendar year.

Judges for the contest include FCC Comr. Rosel H. Hyde, Undersecretary of State Herbert Hoover Jr., American National Red Cross Chairman E. Roland Harriman and G. L. Dosland, president of the American Radio Relay League, the amateurs' national organization.

AWARD SHORTS

WSAZ-TV Huntington, W. Va., received award certificate from Second Army Recruiting & Induction Center, Ashland, Ky., recognizing station's "fine spirit and public service."

KPTV (TV) Portland, Ore., was awarded U. S. Treasury citation for cooperation in U. S. Savings Bonds Program.

WGBS-TV Miami, Fla., for "wholehearted support" of Area Marine Corps Reserve, got certificate of appreciation.

KING-AM-FM-TV Seattle, Wash., awarded national award of American Humane Assn. for "extraordinary devotion" to humane movement during August.

Warren Culbertson, staff meteorologist, WFAA-TV Dallas, Tex., named top television personality by *Tv Preview* magazine.

Andrew Hoffmann, regional sales manager, WWVA Wheeling, W. Va., won President's Cup Trophy of W. Va. Broadcasters Assn. at golf tournament held in conjunction with annual fall meeting at White Sulphur Springs, W. Va. [B•T, Aug. 26].

WCCC Hartford, Conn., has received certificate from Leo J. Mulcahy, Conn. director of Civil Defense, recognizing station's cooperation as Conolrad outlet during Operation Alert 1956.

NBC-TV's third entry in the *Project XX* documentary film series, "The Jazz Age," cited at the Edinburgh Film Festival. The program—destined to reach U. S. television screens early in 1957—reconstructs the 1920's through film, music and narration by the late Fred Allen.

Five of the top ten

Mutual's pioneer participation plan—MULTI-MESSAGE—featuring a different mystery program each weeknight from 8:00 to 8:30 (NYT)

1. BEST OF GROUCHO	6. TRUTH OR CONSEQUENCES
2. PEOPLE ARE FUNNY	**7. OFFICIAL DETECTIVE**
3. TREASURY AGENT	8. VOICE OF FIRESTONE
4. GANGBUSTERS	**9. COUNTERSPY**
5. GODFREY TALENT SCOUTS	**10. TRUE DETECTIVE**

hits Nielsen's most recent Top 10 of all once-a-week half-hour shows—*five times*—at the lowest participation cost in network radio. Over 450 stations regularly carry these top-rated mysteries that consistently beat many of radio's leading personality, quiz and musical shows—plus all other mystery programs on the air.

For the best participation buys in radio... call, write, wire

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BROADCASTING SYSTEM

Source: Nielsen Total Aud., Second Report July, 1956

66

66 hand-picked film-makers on the Fred Niles permanent Chicago-Hollywood staffs, each an expert in his field. Whether specially-creating or executing to client's specifications, these outstanding people are producing *pace-setting* live action and animated TV commercials for advertisers in all parts of the nation.

Write for information about specially-created TV spots, a sample reel of TV commercials, information about "Camtronic," the cost-cutting method of filming.

FAN

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ANTIGONE

IT WOULD take a far more accomplished actress than Marisa Pavan to hurdle the broad gap between Nunnally Johnson's screenplay of Sloan Wilson's best seller of 1955, *Man in the Grey Flannel Suit,* and Jean Anouilh's stage adaptation of Sophocles' spellbinding tragedy of 441 B. C., "Antigone." Thus, we simply cannot understand what motivated the "Unit Four" people of *The Kaiser Aluminum Hour* to pick the albeit lithe and pretty Miss Pavan for such a strenuous role as demanded by the playwrights. As it turned out, she was more antagonist to co-star Claude Rains than she was Antigone to Mr. Rains' Creon, regent of Thebes.

(To be downright nasty about it all, we recall that the part of Antigone, the strong-willed daughter of Oedipus—in the 1945 adaption by Lewis Galantiere who also wrote last week's tv version—was filled by Miss Katherine Cornell. There, it's out.')

Although backed by a versatile varsity of players, the only true star to emerge from this Thebian quagmire of princely struggles and kingly vengeance was that of Alexander Scourby, a Chorus in a Brooks Brothers Suit. It was Mr. Scourby's happy duty to put M. Anouilh's wit to the test. Sample: "Tragedy . . . unlike melodrama, which is vulgar, is . . . tranquility. In tragedy, the outcome is not in doubt . . . and there is nothing the audience can do to stop it from unwinding . . . like a coiled spring."

Though in color, "Antigone" was one of those plays that looked better in black-and-white, and one of the main reasons for this was the eloquent yet stark beauty of Rouben Ter-Aruturian's simple space cadet-like set. The final—but by no means unimportant—touch was provided by Ben Ludlow's tympanic score. It aided immensely in tightening M. Anouilh's spring.

Production costs: Approximately $45,000.
Sponsored by Kaiser Aluminum & Chemical Corp., through Young & Rubicam, New York, on NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT.
"Antigone" by Sophocles. Adapted for tv by Lewis Galautiere from the stage play by Jean Anouilh; executive producer: Worthington Miner; producer-director: Franklin Schaffner; assoc. producer: Joseph Dackow; costume & set designed: Rouben Ter-Aruturian; unit manager: Douglas Luts; script editor: John Byram.
Cast: Claude Rains, Marisa Pavan, Mildred Natwick, Felicia Montealegre, Alexander Scourby, Paul Stevens and Clint Young.

THE ADVENTURES OF JIM BOWIE

"I WANT a knife, not just a skinning knife too small to pierce a bear's fat and so brittle it will snap off if it strikes a bone, but a real knife that a man can depend on—so long, so thick, and with a doubled-edged tip, curved so and balanced for throwing."

In essence, those are the specifications for the famous Bowie knife as outlined by Jim Bowie, who had just come out second best in a wrestling match with a she-bear, to Sam Black, master cutler. How young Bowie got his knife —and tested it in hand-to-hand combat with a villainous thief—was told in "The Birth of the Blade," opening episode in *The Adventures of Jim Bowie,* new Friday evening series on ABC-TV.

Based on Monte Barrett's biography of Bowie, *The Tempered Blade,* the tv series presumably deals with actual events in it's hero's life, but few viewers are going to be much concerned with how closely the stories match the facts. As long as they're as action-packed as was the first, all true Western fans will be happy. Scott Forbes, in the title role, both looked the part and acted it to the teeth, and the script of Lewis R. Foster, who is also producer-director of the series, gave him plenty to get his teeth into.

All in all, *The Adventures of Jim Bowie,* started off like a worthy companion to Davy Crockett.

Production costs: $38,825.
Sponsored by American Chicle Co. through Ted Bates and Chesebrough-Pond's Inc. through McCann-Erickson on ABC-TV, Fri., 8-8:30 p.m. EDT.
Executive producer: Louis F. Edelman; producer-director: Lewis R. Foster; writers: various.
Star: Scott Forbes, supported in the opening program, Sept. 7, by Walter Sande, Kem Dibbs and Robert Foulk.

HEY, JEANNIE!

WHOEVER CAN (or doesn't have to) overcome aversion to such a title as *Hey, Jeannie! (Honestly, Celeste!, It's Always Jan,* etc.), whoever isn't fed up with half-hour tv comedy situations, with the insipid average-man apartment sets, the streets of Brooklyn and the Dodger-loving citizens, whoever measures down to these negative requirements may qualify as a regular viewer of the new Jeannie Carson series.

The star is a charming slip of a girl, very entertaining when allowed to sing and dance. Her acting measures up too, along with the familiar comic talent of Allen Jenkins, cast as the Brooklynesian taxi driver who, with his sister (played by Jane Dulo in a tight suit), takes in the Scots lassie heroine. But talent can't always triumph over a tiresome plot.

Episode one on Sept. 8 found the immigrant girl forced by a set of inane circumstances to taxi a pair of umpires for a Dodgers game to the stadium. The heroine couldn't find the way, much less remember that in the States one drives on the right. So it was not surprising when she was stopped by an Irish policeman. (I'll be askin' to look at yer' droiver's loicense.") They end up dancing a jig, one of the few worthwhile moments in the show. Such moments were too rare in a pallid half-hour. Life and Saturday nights are too short.

Production costs: Approximately $38,000.
Sponsored by Procter & Gamble Co. through Compton Adv. on CBS-TV Sat., 9:30-10 p.m.
Producer: Charles Isaacs; director: James V. Kern, Les Goodwins (alternating); music conductor: Earl Hagen, Herb Spencer; package by: Four Star Productions.

TWENTY-ONE

LIKE the card game of the same name, NBC-TV's new quiz show, *Twenty-one,* calls for judgment as well as for knowledge, thereby providing an interesting variation on the too-familiar quiz show pattern. Contestants, vying against each other from individual soundproof booths to keep either from knowing the other's score, select easy or hard questions with values graded from one to 11. In scoring, losses are deducted from winnings; 21 wins the game or, if a contestant thinks he's well ahead, he may end it after two rounds of questions; the winner gets $500 a point for the difference between his score and that of the loser.

On last Wednesday's opening program, a 59-year old longshoreman with little formal education knocked out in fast succession a college graduate wife of a college professor and a psychological warfare expert, both losers hav-

His work is the talk of the town

Telephone talk, that is! For Joseph Rouse installs Bell central office switching equipment made in our factories. He's shown here doing just that... helping to bring more dial telephone service to Thomasville, Ga.

It could easily be *your* community. For, last year alone, our 17,000-man installation organization worked on 45,000 separate jobs in over 6,500 cities and towns doing such work as making additions, modifying equipment and changing manual switching equipment to dial service.

Installation of central office equipment is one more way Western Electric people help your local Bell telephone company provide your town with good, dependable telephone service.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

NBC
SPOT
SALES
BRINGS
YOU...
RADIO-PHONIC

SPOT BUYING

NOW YOU CAN ACTUALLY HEAR RADIO PROGRAM AVAILABILITIES SIMPLY BY TELEPHONING YOUR NBC SPOT SALES RADIO REPRESENTATIVE!

From the beginning of Radio, the truly *vital* elements of intelligent buying have been the programs themselves and the personalities who make them sound advertising investments. Now, for the first time, national Spot Radio advertisers can make important buying decisions based on actual performance of programs and personalities.

Radio-Phonic Spot Buying offers you *immediate* auditions of Radio programs carried by every station represented by NBC Spot Sales. And you don't have to move from your desk! This new and exclusive service is available *right now* to time-buyers in New York. Eventually, it will be available in other key cities.

An up-to-date file of audition recordings is as close to you as your telephone . . . and the list will soon be expanded so that, eventually, you can hear *any* Radio show on *any* Radio station sold by NBC Spot Sales. Just call your NBC Spot Sales Radio Representative at your convenience, name the station and the show you want to hear, then sit back and listen to the sample-in-sound for yourself — as much or as little of it as you choose.

Try Radio-Phonic Spot Buying today!

NBC SPOT SALES

REPRESENTS THESE LEADERSHIP STATIONS:

NEW YORK WRCA, WRCA-TV
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PHILADELPHIA WRCV, WRCV-TV
WASHINGTON WRC, WRC-TV
MIAMI WCKT
BUFFALO WBUF
LOUISVILLE WAVE, WAVE-TV
CHICAGO WMAQ, WNBQ
ST. LOUIS KSD, KSD-TV
DENVER KOA, KOA-TV
SEATTLE-TACOMA KOMO, KOMO-TV
LOS ANGELES KRCA
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ONE WILL DO!

Just one station . . . WBNS Radio . . . will fatten your sales average in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

ing overgauged their knowledge of a category while the victor knew when to call for a low value question and, just as important, when to call a halt. Result: he has $10,500 to his credit and a week to decide whether he wants to stop there or to take on a new opponent this Wednesday.

Despite a strong conviction that what tv needs least is another quiz show, here's a frank admission that *Twenty-one* is far from the least enjoyable of the new season's new crop of programs.

Production costs: Approximately $18,000.
Sponsored by Pharmaceuticals Inc. through Edward Kletter Assoc. on NBC-TV, Wed., 10:30-11 p.m.
Mc.: Jack Barry; packager-producer: Barry & Enright Productions; executive producer: Robert Noah; announcer: Bill McCord; director: Charles Dubin; producer: Howard Merrill; music director; Paul Taubman: scenic designer: Jack Landau.

THE SLENDERELLA SHOW

ELOISE ENGLISH as a young and successful businesswoman, Eloise English as a personality, Eloise English as a piquant talker, is a lady who should be able to command more than passing interest from the radio listener. But when the executive vice president of Slenderella is introduced by Galen Drake on the new CBS *Slenderella Show* (Sat. 10:50-11 a.m. EDT) as "an authority on behaviourisms of women," she is defeated before she speaks a word. Authority on the subject conceivably could be established, but never by such a nettlesome assertion as that.

The banter Sept. 8 between the old master and Miss English about whether or not wives should be given "allowances" further diluted the star's charms. Galen Drake can take care of himself, but Miss English deserves more careful treatment, especially when her firm is paying the bill.

Production costs: Approximately $4,000.
Sponsored by Slenderella through Management Assoc. of Connecticut on CBS Radio, Sat. (10:50-11 a.m.).

PICK THE WINNER

CBS-TV IS OUT to resurrect old-style political debates with its new *Pick the Winner* series. It's a notable attempt, as evidenced by last Wednesday's contest between Gov. Harriman of New York and Sen. Knowland of California. It's also near impossible to achieve in 30 minutes, as the same show proved.

The technique, roughly, is this: Each speaker is allowed a two-minute opener, then they alternate for periods of four minutes, three minutes and 2½ minutes. That accounts for 23 minutes speaking time, 11½ minutes apiece. Now, everybody knows that 11½ minutes is hardly time for a politician to say hello, much less expand on an issue. Add the fact that with each turn a new challenge or question was raised—and not answered—and you get a rough idea of how little was gotten across.

(It must be noted, however, that Gov. Harriman wasn't as hampered by time as Sen. Knowland. He merely ignored the limits and spoke as long as he pleased.)

All this is not to say that the program is not worthwhile. It is, most certainly. It also is entertaining. More might be gotten out of it, however, if certain issues were set down in advance.

Sponsored by Westinghouse Electric Co. through Ketchem, MacLeod & Grove on CBS-TV; Wed. 7:30-8 p.m.
Producer: Ted Ayers; director: Verne Diamond; narrator: Walter Cronkite.

Did the Near East Crisis Surprise YOUR Audience?

Read this United Press dispatch of June 21, 1955!

UP411
URGENT
1ST LEAD U. N.
BY PETER HAYES
UNITED PRESS STAFF CORRESPONDENT

SAN FRANCISCO, JUNE 21.--(UP)--RUSSIAN FOREIGN MINISTER V. M. MOLOTOV PASSED UP THE UNITED NATIONS ANNIVERSARY CONCLAVE THIS AFTERNOON FOR SOME BEHIND-THE-SCENES WOOING OF THE NEAR AND MIDDLE EASTERN NATIONS.

FOR THE SECOND STRAIGHT DAY, THE STIFF-BACKED SOVIET BIG WHEEL HELD COURT IN HIS RENTED HILLSBOROUGH MANSION WITH DELEGATES FROM THE NEAR EAST---MAKING IT OBVIOUS THAT HE IS, FOR REASONS OF HIS OWN, TRYING HARD TO WIN FAVOR WITH THE ARAB NATIONS.

TOMORROW, HIS CAMPAIGN SWITCHES TO THE MIDDLE EAST WHEN HE PLAYS HOST TO SELIM SARPER, THE PERMANENT U.N. REPRESENTATIVE FROM TURKEY---THE EASTERN ANCHOR OF THE NORTH ATLANTIC DEFENSE RING.

TODAY'S GUESTS AT THE TIGHTLY-GUARDED CAPITALIST-OWNED MANSION WERE MAHMOUD FAWZI AND KHALID EL-AZEM, RESPECTIVELY THE FOREIGN MINISTERS OF EGYPT AND SYRIA. THE TWO DELEGATES FROM THE HOT SPOT ARAB COUNTRIES ARRIVED AT THE RUSSIAN RESIDENCE BY SPECIAL MOTORCADE AND REMAINED CLOSETED FOR NEARLY TWO HOURS WITH THE NUMBER THREE MAN OF ALL THE RUSSIANS.

YESTERDAY, ALMOST UNNOTICED IN THE EXCITEMENT OF OPENING DAY AND THE PRESENCE OF PRESIDENT EISENHOWER AT THE UN SESSION, MOLOTOV PLAYED LUNCHEON HOST TO TWO OTHER NEAR EASTERN REPRESENTATIVES. THEY WERE SEIFUL ISLAM ALHASSAN, PRINCE OF YEMEN, AND SHEIKH ASAD AL-FAQIH OF SAUDI ARABIA, BOTH WEARING THE FLOWING ROBES.

THEY, TOO, REMAINED IN THE SPRAWLING SPANISH-TYPE VILLA FOR A LONG, LONG LUNCHEON---AN HOUR AND [illegible] MINUTES.

YOUR AUDIENCE, AND YOU, WILL PROFIT
BY UNITED PRESS

United Press News Produces

UNITED PRESS ASSOCIATIONS · 220 EAST 42ND STREET · NEW YORK

RADIO IS NO Orphan Annie IN OUR SHOP!

Since the advent of television with its glamour—its newness—its size—and—its profits, Radio has led a pretty drab existence around most "rep' offices"—a regular "Lil Orphan Annie".

Not so at Hollingbery—We haven't forgotten that our first dollar twenty years ago was a "Radio Dollar"—and we wouldn't be in business today if we didn't have those same "Radio Dollars" coming in. Radio is a basic and fundamental part of our daily business operation—it always has been in the past and it will be so long as there is radio advertising to be sold.

Radio will never be a Little Orphan Annie in our shop.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country

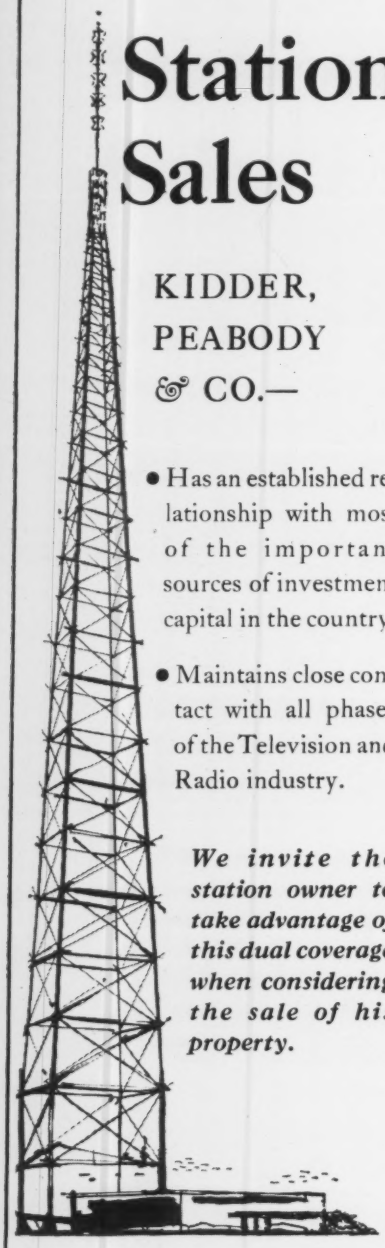
New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



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CHICAGO SAN FRANCISCO

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IN REVIEW

SURVIVAL STREET

IT's curious that most Americans allow themselves to be fascinated with stories of nuclear war horror, but display a marked apathy towards such vital functions as civil defense. With "Survival Street," a live telecast from Olney, Md., NBC-TV and the Federal Civil Defense Administration attempted rather admirably to orient the viewing public on the how and why of the latter agency's functions.

The program, marking the opening of Civil Defense Week, was complete enough. There were hundreds of volunteer participants, civil defense workers, fire and rescue equipment, along with burning and smoking sets. However, there was an air of "staginess" to the production. It's the decision of the individual viewer as to whether these overtones of theatrics are good and bad. One viewpoint: The FCDA should be more concerned with an orientation effort. The other: Is it humanly possible to overemphasize possible atomic havoc and the need for preparation?

Sustaining on NBC-TV Sun., Sept. 9 (5:30-6 p.m., EDT).
Point of Origin: Live from Civil Defense Training Center at Olney, Md.
Narrator: Ben Grauer; Executive Producer: Barry Wood; Producer: Ed Pierce; Director: Dick Schneider; Writer: George Lefferts; Music: Vladimir Selinsky; Unit Manager: Monty Morgan; Associate Director: Van Fox; Production Supervisor For Federal Civil Defense Administration: Nat Linden

SEEN & HEARD

The sigh-and-squeal set who felt that Elvis Presley had been unduly restricted in his appearance with Steve Allen a month back cannot make the same complaint about his Sept. 9 spot on the *Ed Sullivan Show*, which allowed him full freedom of body. It must be said, though, that for the most part the CBS camera focussed discreetly on the singer's head and shoulders. More noteworthy to this viewer, who can take Mr. Presley or leave him, was the guest host, Charles Laughton, whose extremely mobile countenance offered a welcome contrast to Mr. Sullivan's unexpressive mien.

Among the more attractive commercials on television are those for L&M cigarettes ("Live Modern") and Chesterfields ("They're for Real"). Both make artistic use of costumes, music, drama and photography. But when advised to smoke both during the same half-hour *(Hey, Jeannie!,* Sept. 8, 9:30-10 p.m. EDT), what's a guy to do? Give up smoking out of pure frustration?

DOUBLE DUTY BLONDES

REVLON Corp. isn't "seeing double," even though the 19-year-old blonde twin contestants on the Revlon-sponsored *The $64,000 Question* on CBS-TV currently figure in commercials for a rival cosmetic firm, the Toni Co. (div. of Gillette Co.). It appears the twins, Susan and Caryl Volkman, were featured in film commercials as the "Toni Twins," and though the Toni commercials were produced about two years ago, they currently are being shown on CBS-TV.

Mert Koplin, producer of *The $64,000 Question,* termed the sponsor conflict "unfortunate" but pointed out that Revlon had known of the Toni commercials before the Volkman twins went on *Question.* He added that since the Toni films had been made "so long ago," Revlon felt it would not make any difference.

OPEN MIKE

Glad to Help

EDITOR:

I was extremely interested in the article on page 56 of the Sept. 10 issue of B•T entitled "A Mat Service for Television."

I'd like to receive more information about Telemat and I would appreciate it very much if you could send the mailing address of this concern, or perhaps pass on this letter to them.

John Pierce Foster, Asst. Pub. Rel. Dir.
Tappan Stove Co.
Mansfield, Ohio

[EDITOR'S NOTE: Having sent Mr. Foster the information he asked for, B•T wants to point out that Telemat is listed twice in the new 1956-57 TELECASTING Yearbook, as a tv producer and also as a film distributor, each listing showing the address, phone number and executive in charge of the firm's Hollywood and Chicago offices, as well as the services rendered.]

Fall and Rise

EDITOR:

I read with great interest this morning your editorial page of Sept. 10 issue of B•T. . . . especially the article "Fall and Rise."

I know that I speak for every member of SRA, as well as every other station representative, when I say, "Thanks for the pat on the back."

Despite the fact that the year 1956 may be the biggest year yet in national spot radio, we must put forth even greater effort to constantly increase the dollar volume of one of the greatest of all advertising media . . . and we will.

Lawrence Webb, Mgng. Dir.
Station Representative Assn., New York

EDITOR:

Many thanks for your editorial plug for the representatives in your Sept. 10 issue. It has been gratifying to observe that the representatives have, over a period of years, gained a more worthwhile recognition. Of course, I believe it is actually due to the fact that we have contributed considerably more over the last several years . . .

John Blair, Pres.
John Blair & Co., New York

Personal Public Service

EDITOR:

Here's a radio success story a little different from the ordinary. Deprecating the lost pet inquiries on the air, I was reluctant to put one out for my lost kitten, but 15 minutes after WVKO's morning DJ, Bill Mertz, described "Prince" Charles, he was apprehended in a distant neighborhood. Public service in another radio success story, where the public was the station manager.

Bert Charles, Gen. Mgr.
WVKO Columbus, Ohio

Woodies

EDITOR:

Please send me 50 reprints of the Woodward & Lothrop article in the Sept. 10 issue.

R. C. Embry, V. P.
WITH Baltimore, Md.

[EDITOR'S NOTE: Reprints are available at 15 cents each in quantities up to 100, $10 per 100 above that to 1,000. $80 per 1,000. Rates for larger quantities on request.]

A Gem

EDITOR:

. . . The TELECASTING YEARBOOK is a gem and is with me wherever I go and constantly on my desk where it is in use daily, including many Saturdays when I can work undisturbed.

David A. Bader, V. P.
Atlantic Television Corp.
New York

. . . ITS EXPERIENCE!

In straight calendar terms, WSM-TV has a margin of more than three years TV experience over either of the other stations in this market. That's how long WSM-TV was the only station serving this area, and learning in the process what this audience wants and what it takes to sell them.

But WSM-TV's experience goes deeper. As an extension of one of the country's biggest and most successful radio operations, WSM-TV's experience can, in several important respects, be projected over the past 30 years.

On the WSM — WSM-TV joint payroll are the skilled technicians, executives, planners, writers, producers, and talent staff of more than 200 nationally famous stars who have earned for WSM numerous awards, plus such accolades as "top music station in the nation" and "showcase of American folk music" in more than 25 top national magazines, including American Magazine, Billboard, Collier's, Coronet, Farm and Ranch, Good Housekeeping, Look, Nation's Business, New York Times Magazine, Newsweek, Pathfinder, Redbook, Saturday Evening Post, Time, Town Journal, Variety, and Wall Street Journal.

Our point is this: the WSM success formula, still going strong after 30 years, has been neatly extended (by the very people who devised it) to WSM-TV — making it the recognized TV leader in this market.

WSM-TV { *Channel 4 Nashville, Tennessee*
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

THE COMBINED COVERAGE OF KDUB-TV & KPAR-TV CORRALS OVER 194,080 WEST TEXAS TV SETS!
KDUB-TV LUBBOCK TEXAS
THE ECONOM-ICAL COMBIN-ATION RATE MAKES IT TEXAS' BEST TV BUY!
KPAR-TV ABILENE-SWEETWATER TEXAS
CALL YOUR BRANHAM MAN...MAN
KDUB stations
CBS
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

our respects

to JACK WEBB MINOR

IN DETROIT's feverishly competitive Motor City, young Jack Webb Minor has fashioned an enviable reputation for taking the "calculated risk" in media and leaning heavily on television to stimulate automobile sales.

It could literally be said that he demands "all the facts" before applying analysis and judgment and the final step: "either stop and discard, or pull out all the stops and go."

Associated with advertising and sales for the past 16 years, Mr. Minor has managed to cram a considerable amount of experience into his 35 years. With the Chrysler Corp. family since 1953, he shifted from the Dodge to the Plymouth Div. last July, as vice president in charge of sales. In that capacity he has final say on factory and dealer co-op advertising, promotion, merchandising and varied other activities.

In the Chrysler realignment aimed at restoring Plymouth to third place saleswise, television is thus apt to have a golden stake, much as it did during the young executive's tenure with Dodge, where one of his earlier "risks" involved the "discovery" of Lawrence Welk. Mr. Minor also enthusiastically endorses saturation spot radio.

Jack Webb Minor has a simple philosophy about sales and advertising ("sell and you eat") which reflects his early education and background in Kansas City. Born in that city Oct. 29, 1920, he attended Horace Mann grade and Central high schools and obtained his first job at Loomis Adv. Agency selling advertising space in the local telephone yellow pages. It was, as he recalls, a commission job, which he recommends for any beginner in the field.

With the advent of World War II, young Minor enlisted in the U. S. Navy. He was assigned to communications and wrote technical data during his 42-month hitch.

Mr. Minor decided after the war he could best expose his natural and aggressive abilities in a city with more opportunities, so he moved from Kansas City to Detroit. He joined Transportation Adv. Co. as a salesman, helping the firm to expand by compiling an enviable sales record. He was promoted to vice president and sales manager in November 1945, and built a reputation for development of public relations and merchandising campaigns for Transportation's clients.

Word of Mr. Minor's advertising-sales prowess as a young executive soon got around, even in Detroit's industrial society. In April 1952, he transferred to Grant Adv. Inc. there as vice president for the Dodge account. He joined Dodge in December 1953 as advertising and merchandising director and early this year was appointed its general sales manager for automobiles and trucks.

In his new position at Plymouth, Jack Minor is responsible for all sales activities related to moving vehicles from the dealers' showrooms to the public. Directly or indirectly, this includes supervision and training of Plymouth's expanded field force, personnel of zone and regional sales offices and working closely with dealer associations and individuals nationwide, as well as advertising, merchandising promotion, public relations and direct mail.

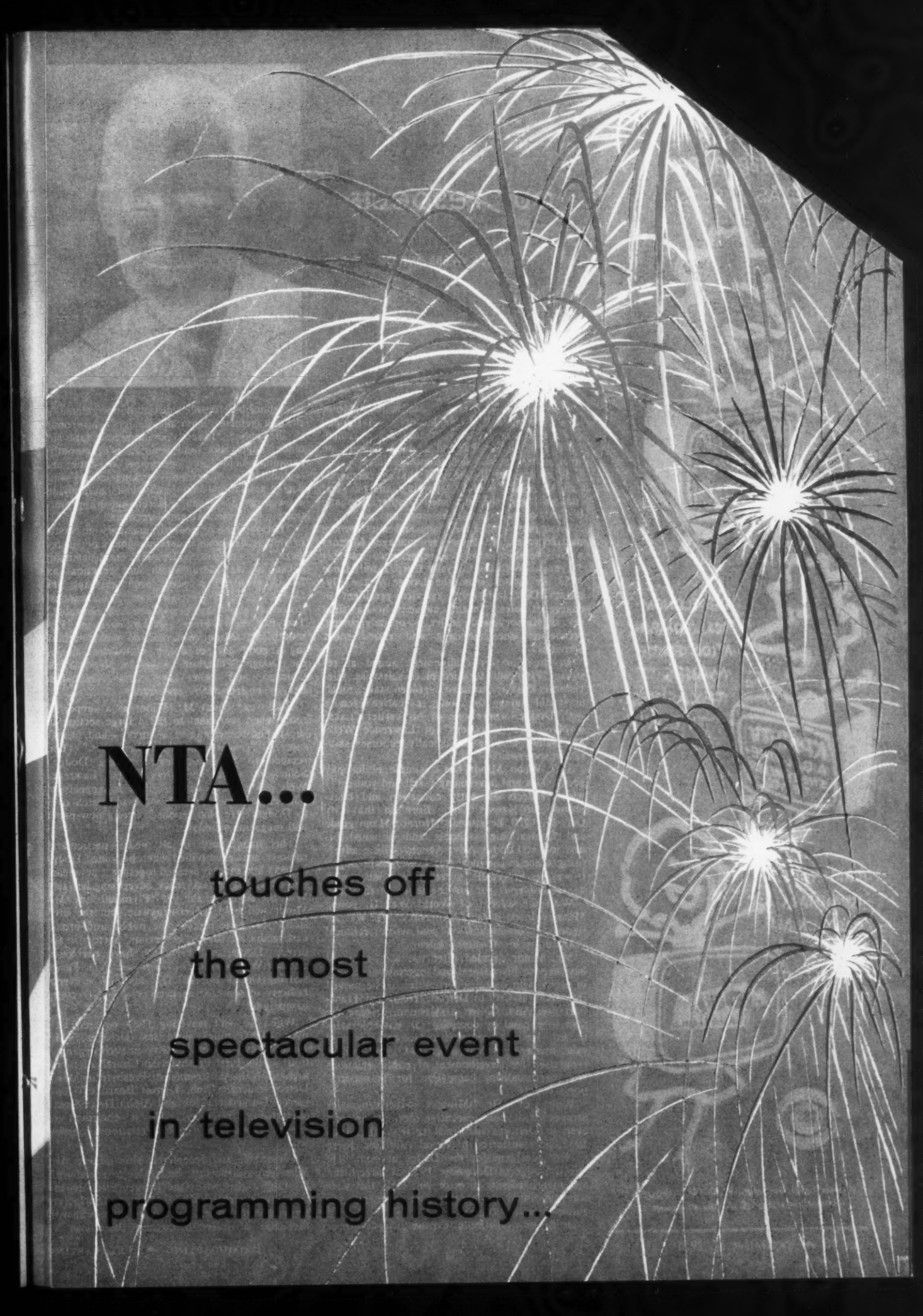
"The Welk show proved amazingly successful in helping dealers sell cars and that's not guesswork," he reasons. Dealers enthusiastically backed up Mr. Minor with such reactions as: "In 30 years I've never seen anything sell Dodges the way Welk does" and "The response [to our tv show] has been almost unbelievable." The past year, before shifting over to Plymouth, Mr. Minor was credited with stimulating a good deal of dealer enthusiasm during the Dodge "Sellathon" shows in New York, Chicago and other key cities—campaigns heavily buttressed by spot radio.

Radio can count Mr. Minor as a supporter, too, "when you want to tell a large section of the public something in a hurry"—and, what's more, it "reaches people in their cars." (This seemed to be demonstrated during Dodge's Sellathons, where spots recorded by Lawrence Welk and others were utilized in appeals to different car owners each week to switch over to Dodge.) He also espouses strong newspaper and magazine schedules.

This strong faith in all media, particularly radio-tv, was exemplified when he joined Dodge in 1953 and quickly welded together a new team and expanded car and truck advertising last fall. With the advent of the 1957 Plymouth line, Mr. Minor will help, advertisingwise, put the division's "K" series before the public and broadcast media are sure to be "prime" factors in the drive. Dodge and Plymouth have purchased another Welk series, *Top Tunes and New Faces*, starting Oct. 8 on ABC-TV and will use spot radio-tv in some 65 markets, plus dealer co-op campaigns.

When he isn't traveling (he's covered well over 70,000 miles since last October), Mr. Minor likes golf and is active in such organizations as the First Presbyterian Church of Birmingham, National Council of Presbyterian Men, Detroit Adcraft Club, Detroit Board of Commerce, University Club and Alpha Delta Sigma (advertising fraternity). He is chairman of United Foundation's public relations committee.

Personable and deceptively slow-talking, Mr. Minor enjoys the time he is able to spend with his family—his wife (the former Ellen Irwin) and three daughters, Jill, 9, Judy, 6, and Jaclyn, three months—when not talking Plymouth with thousands of dealers throughout the nation.


NTA...
touches off
the most
spectacular event
in television
programming history...

20
CENTURY

in maintaining a tradition of quality...

NTA and 20th Century-Fox

proudly present ... 52 top-quality Feature Films ... first releases from one of the great Hollywood studios ... 20th Century Fox ... starring top players including ... **LORETTA YOUNG, JOAN CRAWFORD, WALTER PIDGEON, TYRONE POWER, CHARLES LAUGHTON, PAUL MUNI, HENRY FONDA, CLAUDETTE COLBERT, FREDRIC MARCH.**

HOW GREEN WAS MY VALLEY

with Walter Pidgeon, Maureen O'Hara, Donald Crisp and Barry Fitzgerald

An unforgettable story of love, faith and conflict ... winner of six Academy Awards.

BOOMERANG

with Dana Andrews, Jane Wyatt and Lee J. Cobb

The vicious killer remains unfound ... the savage crime remains unavenged ... the story of the most brutal betrayal man ever got from woman!

THE HOUSE ON 92nd STREET

with Lloyd Nolan and William Eythe

The story the headlines didn't dare reveal about the protection of the atom bomb!

THE HOMESTRETCH

with Cornel Wilde and Maureen O'Hara

Love and adventure at the world's gayest racing classics!

THE OX-BOW INCIDENT

with Henry Fonda and Dana Andrews

The tough, true, terrifying story of America's most ruthless manhunt ... urged on by a woman's mocking laugh!

A YANK IN THE R.A.F.

with Tyrone Power and Betty Grable

Authentic air battles filmed over Germany, France and England ... background for a tender love story!

THE BLACK SWAN

with Tyrone Power, Maureen O'Hara and Thomas Mitchell

Over the seven seas, surged the wolf-pack and it took bold hearts to hunt it down!

LIFEBOAT

with Tallulah Bankhead and William Bendix

Six men and three women adrift in a lifeboat with no law but the wild sea ... written for Alfred Hitchcock by John Steinbeck.

CENTENNIAL SUMMER

with Linda Darnell, Jeanne Crain, Cornel Wilde and Walter Brennan

The beloved best-seller bursts into Jerome Kern Songs.

THE FOXES OF HARROW

with Rex Harrison and Maureen O'Hara

A man of violence and fascination ... out of an era that laughed at its own destruction ... from the best seller.

These films will help you build top audience ratings, great sp

...Oth
...RY-FOX

2 Great Names...

NTA and 20th Century-Fox

proudly present ... 52 top-quality Feature Films ... by famous producers including ... **DARRYL ZANUCK, ALFRED HITCHCOCK, ELIA KAZAN, LOUIS de ROCHEMONT, OTTO PREMINGER** and **BRYAN FOY** ... and stories by great authors including ... **JOHN STEINBECK, ZANE GREY, RICHARD LLEWELLYN, RAYMOND CHANDLER, RAFAEL SABATINI, CRAIG RICE** and **FRANK YERBY.**

BRIGHAM YOUNG

with Tyrone Power and Linda Darnell

The story behind the heroic Mormon trek westward and the virile fighting man who led it.

WING AND A PRAYER

with Don Ameche, Dana Andrews and Sir Cedric Hardwicke

One of the mightiest of all entertainment thrills...fighting action aboard a fighting aircraft carrier!

THE STORY OF ALEXANDER GRAHAM BELL

with Don Ameche, Loretta Young and Henry Fonda

In the deafness of the woman he loved he found the inspiration for his great achievement.

DOLL FACE

with Vivian Blaine, Perry Como and Dennis O'Keefe

The musical romance of a doll that had a great talent for writing.

FOUR JILLS IN A JEEP

with Phil Silvers, Martha Raye and Betty Grable

The fun, songs and love when Hollywood's loveliest stars take a furlough of entertainment to the front lines.

DRAGONWYCK

with Vincent Price and Gene Tierney

A tremendous, exciting mystery that will engulf the television screen with dramatic greatness.

FOOTLIGHT SERENADE

with John Payne and Betty Grable

A story that steals into your heart ... with music that will set it singing.

DAISY KENYON

with Joan Crawford, Dana Andrews and Henry Fonda

Two kinds of men ... two kinds of love in her life ... and when she chooses it must be forever!

KISS OF DEATH

with Victor Mature, Brian Donlevy and Richard Widmark

The story of betrayal that explodes in a manhunt unequalled in the chapters of violence and vengeance!

DRUMS ALONG THE MOHAWK

with Claudette Colbert and Henry Fonda

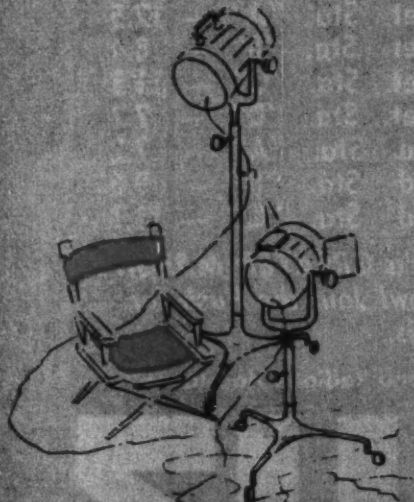
Braving all dangers as a nation is carved out of a forbidden wilderness.

...reat sponsor participations and a new high in sales and profits!

...ncluded in this group are such screen triumphs as...

RINGS ON HER FINGERS
Henry Fonda, Gene Tierney and Laird Cregar

IT HAPPENED IN FLATBUSH
Lloyd Nolan and William Frawley



BELLE STARR
Gene Tierney and Randolph Scott

WITHIN THESE WALLS
Thomas Mitchell and Mary Anderson

LES MISERABLES
Fredric March, Charles Laughton, Sir Cedric Hardwicke and Rochelle Hudson

HUDSON'S BAY
Paul Muni, Gene Tierney and Vincent Price

THE BRASHER DOUBLOON
George Montgomery and Nancy Guild

WESTERN UNION
Robert Young, Randolph Scott and Dean Jagger

BERLIN CORRESPONDENT
Dana Andrews and Virginia Gilmore

...and twenty-three more outstanding feature films

WRITE-WIRE-PHONE, TODAY! All the details are available to you from

HAROLD GOLDMAN, V.P. CHARGE OF SALES

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Phone: University 6-0925

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2685 Sterick Building
Phone: Jackson 6-5565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-0523

MINNEAPOLIS, MINNESOTA
1109 Cedric Avenue
Phone: Federal 2-7013

BOOKS

TELEVISION PROGRAMMING AND PRODUCTION, by Richard W. Hubbell. Rinehart & Co., 232 Madison Ave., New York 16, N. Y. 272 p. $5.50.

IN HIS PREFACE to the third edition, Mr. Hubbell states the volume's purpose thus: "To analyze and define the nature of television; to formulate basic theory for its development as an art; to demonstrate practical techniques for program production; to show how programs are created and produced; to show what is happening in television around the world, and to show some of the far-reaching effects of economics on programming and television growth."

Several new chapters have been added to cover the final points, but the major part of the book was written between 1939 and 1944 when the author was a producer-director-writer for CBS-TV. "This portion of the original edition has been retained intact," Mr. Hubbell writes, "for the simple reason that it has been proved correct."

For the same reason, B•T repeats what it said when the second edition of *Television Programming and Production* appeared: "Established as one of the few books which are required reading for anyone considering a career in video programming."

MURDER, VERY DRY!, by Sam Sinclair Baker. Graphic Publishing Co., 240 W. 40th St., New York 18, N. Y. Paperbound. 157 pp. 25 cents.

THE SCENE is a tv studio, with cast, producers, camera crew and other essential personnae fighting out the rehearsal of a new $100,000 quiz show which premieres that night, all locked in to prevent disclosing any information about the mystery tune. Suddenly comes murder. Told in the first person by the head of the agency in charge of *Quiztery*, the story saterizes advertising, tv, quizzes and married life, but the result doesn't quite come up to the Mr. and Mrs. North stories on which this book is so patently modeled. However, Sam Baker, of the executive staff of Donahue & Coe, provides enough chuckles and thrills to make a pleasant hour's reading, particularly for anyone familiar with the Madison Ave. milieu.

HOW TO MAKE GOOD TAPE RECORDINGS, by C. J. LeBel; Audio Devices Inc., 444 Madison Ave., New York 22, N. Y. 151 pp.; $1.50 paperbound, $2.50 clothbound; available through Audio Devices Inc. or any Audio Devices dealer.

STUDIO engineer and hi-fi bug alike will find much of interest in this compact book published by one of the country's leading tape manufacturing firms. You name it, and Mr. LeBel has the answer for it—on just about every phase of tape recording but video tape. In some detail, Mr. LeBel discusses the background of tape, its uses, advantages, shortcomings and characteristics (frequency response, distortion, speed, wow, flutter and gosh-only-knows what else). In the chapter titled "Selecting a Recording Tape," Mr. LeBel naturally minces few words, recommends "Audiotape"—what else?

In addition to thoughtfully providing several blank pages towards the end of the book for note-taking, the author has invited three experts to contribute additional know-how to tape recording: "Microphone Recording" by Columbia Records Inc.'s recording operations director, Vincent J. Liebler; "Tape Editing" by RCA Victor's A. A. Pulley, and "Use of Sound Effects" by WNYE (FM) New York's Herman Haverkamp.

Now . . . by a Wider Margin

NO. 1

HOOPER-RATED RADIO STATION

in Houston

K-NUZ

Hooper May thru July 1956

Monday thru Friday 7 A.M.—12 Noon (Sample Size—18,628)		Monday thru Friday 12 Noon—6 P.M. (Sample Size—23,040)	
K-NUZ	**23.0**	**K-NUZ**	**23.2**
Net. Sta. "A"	12.1	Net. Sta. "A"	12.5
Net. Sta. "B"	9.4	Net. Sta. "B"	8.4
Net. Sta. "C"	11.7	Net. Sta. "C"	11.8
Net. Sta. "D"	13.8	Net. Sta. "D"	7.7
Ind. Sta. "A"	5.9	Ind. Sta. "A"	7.2
Ind. Sta. "B"	6.7	Ind. Sta. "B"	9.6
Ind. Sta. "C"	13.8	Ind. Sta. "C"	11.1

Now . . . K-NUZ is the Leader by a GREATER MARGIN— Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

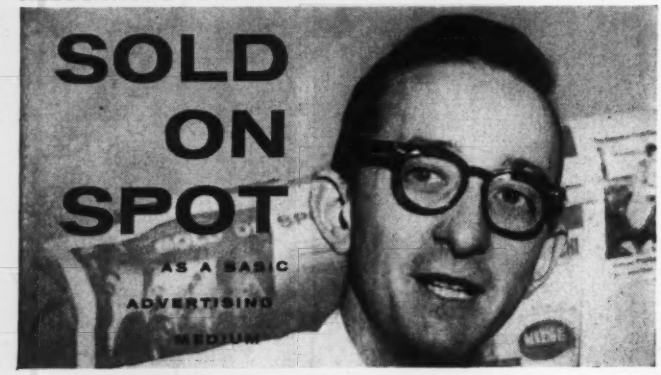
HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.— New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.— Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

MEDIA DIRECTORS WHO MATCH BUDGET
ALLOCATIONS TO CHANGEABLE MARKET DEMANDS ARE



ROGER BUMSTEAD, Media Director for MacManus, John and Adams, New York, spells out his reasons for preferring Spot for clients like White Rock, Good Humor, and Regent Cigarettes:

"EVERY PRODUCT AND EVERY MARKET PRESENT THEIR OWN SALES AND DISTRIBUTION PROBLEMS. SPOT'S ADAPTABILITY —VERTICAL, HORIZONTAL, SATURATION, WHAT YOU WILL— MAKES IT POSSIBLE TO TAILOR CAMPAIGNS TO THE SPECIFIC NEEDS OF SPECIFIC CLIENTS."

NBC SPOT SALES

dreamboat or dervish?

no matter what your dance style, you get "the most" with Sesac's fabulous variety of dance music in Spectacular Sound

These brilliant top-drawer arrangements found in Sesac Library's "N" Section, now available separately

Will Bradley
Stan Freeman
Skitch Henderson
Richard Maltby
Tony Mottola
Eddie Safranski
Lou Stein
and many other outstanding artists

send for prepaid audition discs

THE sesac TRANSCRIBED LIBRARY

(now available in sections)

THE COLISEUM TOWER ■ NEW YORK 19

—IN THE PUBLIC INTEREST—

KLAC Foots Bills For Bowl Charity

FIFTH annual production of the Big Five Charity Show by KLAC Los Angeles took place last week at the Hollywood Bowl with such performers as Bob Hope, Jerry Lewis, Peggy Lee, Danny Thomas, Liberace, Tennessee Ernie Ford, Paula Kelly and the Modernaires, Leo Diamond, and others contributing their services. Tab for the production was picked up by KLAC with proceeds going to the RTRA (Radio, Television, Recording, Advertising charity) and the Hollywood Boys' Club.

WCCO Conducts Safety Campaign

A PRE-Labor Day safety campaign on WCCO Minneapolis-St. Paul featured recorded messages by leading Twin Cities clergymen, Gov. Orville Freeman and WCCO personalities urged motorists and pedestrians to be extra careful over the long weekend. The station reported that there were no fatalities within a 50-mile radius of Minneapolis-St. Paul over the holiday period.

NEPH Week Plan Urged

IN OBSERVANCE of National Employ the Physically Handicapped Week, Oct. 7-13, the President's Committee for Employment of the Physically Handicapped is asking radio and tv programs to feature the work of one of the many entertainers who have proved that disabilities don't qualify—such as Alec Templeton, Jane Froman, Connie Boswell, Johnny Ray, Jimmy Savo and Al Hibbler. Featuring such performers during NEPH Week will help the nation's two million handicapped workers seek jobs and persuade more employers to hire them, the committee believes.

CBS Radio Aids in Rabies Search

THE six-year-old son of Mr. and Mrs. Claude C. Lear of Dallas, Tex., was bitten by a rabid dog when the motoring family stopped at a Southwest town. Ignorant of the dog's condition, the Lears drove off, dismissing the accident as "nothing serious." When the dog died and his condition became known, the town's mayor, trying to contact the unknown family, turned to CBS News in New York. Bulletins aired on the CBS weekend news service, *Weather Along the Highways*, reached CBS Radio affiliate KRLD Dallas, which also joined in the search. The KRLD bulletin reached the Lears, and they sought immediate medical aid.

Talent Array for WGR-TV MD Telethon

THE ENTIRE staff and facilities of WGR-TV Buffalo participated in an 18-hour telethon from Memorial Auditorium, staged to help the local Muscular Dystrophy Assn. attract more than 8,000 volunteers. Entertainers who joined the station staff included network m. c.'s John Reed King and Virginia Graham, Hugh O'Brian, tv's Wyatt Earp, Cab Calloway, Florian Zabach, Captain Midnight and The Platters.

Telethon in Puerto Rico

NEARLY ALL of Puerto Rico's talent was on hand for WAPA-TV San Juan's telethon to raise money for the relief of victims of hurricane "Betsy," or "Santa Clara," as the storm is referred to by islanders. Pledges amounted to $49,141.32 plus an estimated $50,000 in clothing, food and building supplies, a total believed to be the largest ever raised for Puerto Rican charity. WAPA-TV President Jose Ramon Quinones introduced Puerto Rico's first lady, Dona Ines M. de Munoz Marin, wife of the island's governor. She was on hand for the entire telecast, appearing on the air at intervals and helping behind the scenes. A high-

Another thinly disguised WJR success story

It was nothing at all, sir... thanks to WJR

Last winter, the Air Force started broadcasting a series of transcribed 15-minute radio programs. It chose WJR, Detroit, as its outlet for Michigan, Indiana, and Ohio.

We programmed it at 6:15 P.M. on Saturday, as a public service.

In December, they began making one 30-second announcement a week, offering a weather booklet.

They received 4,697 requests in December and January, and WJR alone pulled 2,130—45% of the total.

Nine other stations across the nation split up the rest.

The lieutenant in charge was pleased, of course, and mildly surprised. We should have warned him.

After all, we know that 41% of the total audience in WJR's area rarely turns its radio dials from WJR. We know that 30% of the audience rates WJR as most public spirited, and 18% says it's most helpful.

And we know about response, too—because listeners trust and act on WJR advertisements by 2 to 1 over the nearest competitor.

How do we know? The Alfred Politz Research, Inc. report on listener habits in WJR's area tells us.

Your Henry I. Christal representative will be glad to tell you more about WJR and its 16 million listeners.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

THE THREE HIGHEST RATED REASONS FOR BUYING KCRA-TV

1. DAYTIME WOMAN'S SHOW
"The Valley Playhouse"
2-5 p.m. Monday-Friday

12.4 Average Rating
74.4% Share Audience
Live Demonstration Commercials
Kitchen Set Available
Milly Sullivan, Hostess

2. KID'S SHOW
"Captain Sacto"
6-6:30 p.m. Monday-Friday

12.5 Average Rating
46.9% Share Audience
Highest Rated Local Kid Show in Northern California
Beats All Competition
Now Featuring "Popeye"

3. LATE MOVIE
"Three Star Theatre"
11 p.m. Saturday and Sunday

9.5 Average Rating
59.4% Share Audience
Feature Films: Warner Bros., Columbia-Screen Gems, General Teleradio

3 REASONS why KCRA-TV on low band Channel 3 has more audience most of the time than the 3 competing stations combined. Call Petry for more specifics.

* All ratings from Sacramento Television Audience ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC Affiliate
represented by
Edward Petry & Co.

light of the program was the auctioning by vocalist Lolita Cuevas of an album of records given her by Dr. Albert Schweitzer. It brought $200.

WBZ-TV Comes Crashing Through

"MR. GEORGE WILSOFTEN," a dummy replica of an average 165-lb. man, was the featured performer in a live telecast presented by WBZ-TV Boston as a feature of the new "2000 A.D." series on *Dimensions*. The dummy rode a crash car equipped with a safety belt to evaluate what happens in a fixed barrier collision at 50 miles per hour. Accelerometers, artificial human heads, and required instrumentation to measure the extreme forces were described. The test was held in front of the WBZ-TV studios with the cooperation of local fire and police departments.

CBA Establishes Scholarship

THE Connecticut Broadcasters Assn. has established an annual scholarship for an outstanding state youth at the U. of Connecticut, Daniel W. Kops, association president and executive vice president of WAVZ New Haven, announced last week at a CBA outing. The outing, under the direction of Sydney F. Burns, general manager of WADS Ansonia, was held to make up for the group's annual meeting last March, which was disrupted by a blizzard.

WMAR-TV Fights MS

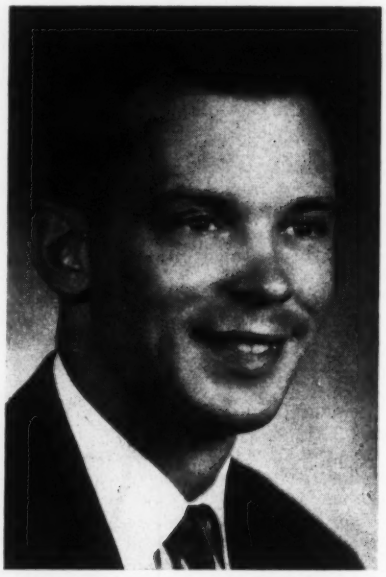
COOPERATING in Multiple Sclerosis Month, WMAR-TV Baltimore is presenting a series of three half-hour programs devoted to all facets of public enlightenment on this disease. A multiple sclerosis symposium featured a discussion by Dr. O. R. Langworthy, chairman of the medical board of the Maryland Multiple Sclerosis Society; Dr. John Magladery, chief neurologist, Johns Hopkins U. Hospital, and John H. Fetting, treasurer of the Maryland MS Society. Therapy and rehabilitation methods were explained and demonstrated on the second program in the series, and the third part will deal with the current financial campaign.

WLIB Saturates X-Ray Spots

WLIB New York carried a one-week "saturation" campaign of public service announcements last week to call attention to the New York City Health Dept.'s offer of free chest x-ray examinations for residents of the Bedford-Stuyvesant section of Brooklyn.

GOV. George Craig of Indiana (c) receives a film titled "War Without End," dealing with highway safety, from Robert E. Dunville (l), president of Crosley Broadcasting Corp., and Al Bland, Crosley vice president in charge of programming. The Crosley-produced film was presented on Crosley-owned WLWT (TV) Cincinnati as a tribute to Indiana's safety record.

NIGHT-TIME RADIO IN LANSING is "ERIK-O"



"HOUSE OF MUSIC" with Erik "O"

8:30 pm–12:30 am
Monday thru Saturday

POPS, STANDARDS, JAZZ, NOVELTIES, R&B, R&R . . . . REQUESTS. SPECIAL FEATURES, GIMMICKS AND CHATTER

MUSIC • NEWS • SPORTS
CALL
VENARD-RINTOUL-McCONNELL INC.

"ARB" oct. 1955

"ARB" march 1956

AND NOW

"PULSE" july 1956

PROVES

KSLA-TV's

CONTINUING LEADERSHIP IN METROPOLITAN SHREVEPORT

KSLA-TV has ten of the TOP 15 shows . . . 64% of the morning audience . . . 58% of the afternoon audience and 53 of the nighttime audience. Thus PULSE backs up ARB in proving KSLA-TV's continuing audience leadership in Shreveport. That's why over *twice* as many *national* spot accounts and *one-third* more *local* accounts use KSLA-TV than the other Shreveport channel! Your Raymer man has full details of the success story. KSLA-TV

FIRST IN SHREVEPORT, LOUISIANA

KSLA-TV CHANNEL 12

FULL 316,000 WATTS POWER—ANTENNA HEIGHT 1,200 FEET

CBS TELEVISION NETWORK

CBS-TV BASIC

PAUL H. RAYMER, INC.

NATIONAL REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • DALLAS • SAN FRANCISCO • HOLLYWOOD

thru SCREEN GEMS portals
FOR ALL STATIONS... FOR EVER
65 HOURS
Each one hour package combines an exciting serial, a hilarious comedy and an entertaining cartoon . . . from Columbia Pictures! A festive treat for the young set!
52 — ¼ HRS.
"THE BIG PLAYBACK"
Bill Stern and Jimmy Powers bring the most famous names in sports, filmed at the moment of their greatest triumphs.
. . . and more to come!
The finest group of full length features produced by Columbia Pictures . . . with Bing Crosby, Rita Hayworth, Paul Muni, Cary Grant, Ingrid Bergman and many other stars!
FOR DETAILS CALL
IN THE EAST
Ben Coleman
Pl. 1-4432
New York, N. Y.
IN THE SOUTH
Frank Browne
National 3-6566
Hot Springs, Ark.
IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
Chicago, Ill.
IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.

pass TV'S BEST SHOWS!

PONSOR . . . FOR ANY AUDIENCE!

JUVENILE!

91—½ HRS.

Great action and adventure . . . "Jungle Jim", starring Johnny Weismuller, "Tales of the Texas Rangers", starring Willard Parker, "Jet Jackson", starring Richard Webb.

TOP PLAYS!

278—½ HRS.

• COMEDY • DRAMA
• MYSTERY • ADVENTURE
• ROMANCE

Superb quality programs from top rated b star series such as "Ford Theatre" . . . "Celebri Playhouse" . . . . . and "Fireside Theatre

MUSIC!

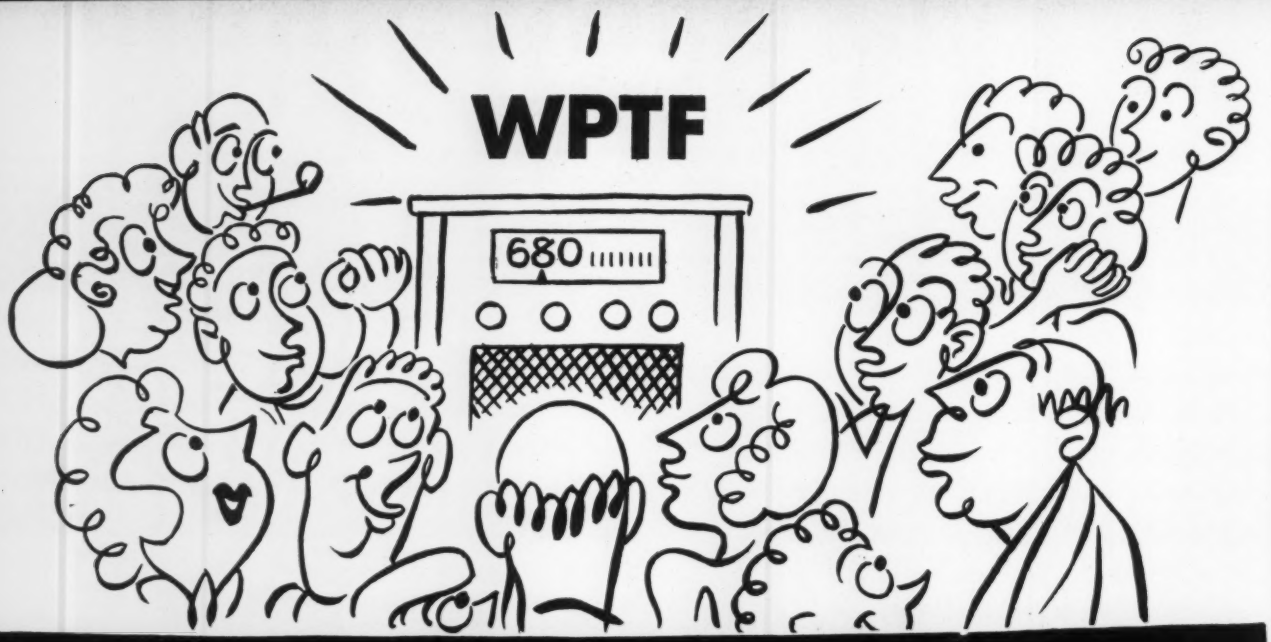
78—¼ HRS.

"THE PATTI PAGE SHOW"

Patti stars with the "Page 5 Singers" and Jack Rael's 18 pc. orchestra.

SCREEN GEMS, INC

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N. Y.



More Listeners Than Ever!

HOMES USING RADIO*

	6AM-12N	12N-6PM	6PM-12M
1955	22.6%	24.4%	24.1%
1956	25.2%	27.0%	26.6%

* Source: Area PULSE Covering 32 Counties

FOUR-YEAR TREND*

WPTF Share of Audience

Year	6AM-12N	12N-6PM	6PM-12M	Average
1953	31%	30%	33%	31.33%
1954	32	32	35	33.00%
1955	35	36	37	36.00%
1956	35	35	40	36.67%

* Source: Area PULSE Covering 32 Counties

How's radio doing in North Carolina, the nation's 10th most populous state? Here's the answer given by a 32-county Area Pulse taken for the fourth consecutive year.

Radio listenership is up 10% over 1955.

WPTF's share of the audience keeps on growing. It's more than double—almost three times—the audience of the nearest competitor, a regional network . . . and six to seven times that of any other station.

Let us or The Colonel tell you more about this better-than-ever buy.

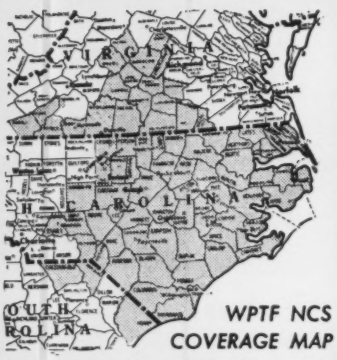
WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives



WPTF NCS COVERAGE MAP

MARKET DATA*

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING TELECASTING

September 17, 1956 Vol. 51, No. 12

FILM VS. NETWORK

Celler Witnesses Attack Chains

THE heralded House Antitrust Subcommittee investigation of alleged monopoly in the television industry opened in New York last Thursday with testimony almost exclusively from a hitherto undisclosed document in which four film companies held out blunt charges against television network operating policies.

But officials of the four companies, who were first day's witnesses, were considerably more moderate than testimony in the 65-page document—which they filed last May with the FCC Network Study Committee—on which the committee queried them.

Committee Chairman Emanuel Celler (D-N.Y.) at one point accused one of the witnesses of "tempering your remarks," but all four officials maintained they were not backing down from their presentation to the FCC group.

The four witnesses were Ralph M. Cohn, vice president-general manager of Screen Gems; Michael M. Sillerman, executive vice president of Television Programs of America; Herbert Jaffe, executive vice president of Official Films; A. Frank Reel, operations manager of Ziv Television Programs. The four firms constitute the Association of Television Film Distributors Inc., in whose name their presentation to the FCC Study Group was filed.

Chairman Celler made clear at the outset that the investigation would be far reaching, encompassing, among other things, advertising revenue, FCC's performance of its responsibility, the FCC network regulations, relationships between networks and stations, the uhf problem, networks and film producers-distributors, networks and program "control," networks and music licensing—a new ingredient—networks and AT&T, and networks and talent as well as the network option-time must-buy practices which highlighted the Senate Commerce Committee's tv hearing last Spring.

The film company witnesses stuck to their guns—and their FCC document—in maintaining (1) changes in allocation to permit "a major improvement" in the number of stations would probably make rules changes necessary, (2) but that in the meantime network option time should be restricted, the total amount of programming a station may take from any one source should be limited and that network participations in program production should be restricted

Continues on page 40

MR. COHN

MR. SILLERMAN

MR. JAFFE

MR. REEL

ATFD'S SECRET PROPOSALS FOR CURBING NETWORKS

THOUGH its proposals for solution of "the network problem" had been revealed in broad generalities [B•T, June 4], full details of the "remedy" prescribed by Assn. of Television Film Distributors came to light last week. Specific proposals were contained in a 65-page "presentation" ATFD made to the FCC Network Study Committee May 31, kept secret since then. Here is a condensed text.

"We believe that the remedy for the ills we have outlined lies in the restoration of free competition in television. We recognize the extent to which our problems are caused by the limitation in the number of television outlets of equal power. We also recognize that we would be somewhat less than realistic if we simply suggested that somehow or other you find ways and means of providing for a large number of outlets of equal power and unmixed frequency in every major city. We, therefore, propose that you consider the modification of the chain broadcasting rules to try to relieve monopolistic tendencies in two general areas:

"(a) that having to do with option time and station acceptance of network programming, and

"(b) network participation in the ownership of programs."

"One solution calls for the complete abolition of option time. . .

"A second solution which has been discussed is to require the networks to divest themselves of program control. Under the present system, the point is made that the networks in deciding whether to purchase a program from an outside source have a conflict of interest. Their obligation is to provide the best possible programming; their financial interest may impel them to choose that program which they own or in whose profits they participate. Their choice of the best programs would undoubtedly be much more frequent if they did not have a financial stake in the programs to be broadcast. And independent program sources would be strengthened since the networks would have the incentive to choose the best possible program without regard to the company that owned it.

"May we also suggest for your consideration a third solution.

"Our solution is two-fold. First, we recommend that the number of hours under option time should be reduced. While we are not dogmatic about the specific number to be allowed, we believe that 1½ hours in each of the segments of the broadcast day, as defined in the communication's rules, is generous. This amount of option time should be more than adequate to provide for programs where simultaneity is important because time is of the essence.

"Our second suggestion is to limit the number of hours of programs that a station may accept from the networks, option time and station time combined. Without such a limitation, the networks would simply continue to dominate station time in the same way they do now. Our recommendation is that stations shall not be permitted to take more than 90 successive minutes from the networks and that in between such 90 minute periods there must be a minimum of one hour devoted to non-network programs. We recognize that some network programs of necessity exceed 90 minutes in length—e.g. sports, political conventions, etc. We believe that provision can be made for this extraordinary type of presentation by providing that the 90 minute total may be exceeded to the extent of not more than 19 hours per month—but only for programs of the exceptional type described above.

"We believe that the suggestion we have made is a reasonable one. It will enable the networks to continue their important role but will remove the obstacles which now handicap the development of independent program sources and restrict the use of television by the small advertiser. . . ."

or banned (for detailed proposal, see condensed text, page 39.)

Chairman Celler obviously did not always agree, however, that they were hewing to the tone of their FCC presentation.

At one point, he insisted that Mr. Cohn, principal spokesman for the group, read the following excerpts from the ATFD document.

"In other words, the networks, insofar as television is concerned, do the following:

"(1) Own and operate their own stations; (2) control the time, by means of option contract, of all their affiliates; (3) engage in the production and participate in the profits of programs which they are completely free to select to play on their own stations and those of their affiliates; (4) control talent by means of long-term contracts as a result of their time control; (5) own and operate film syndication subsidiaries which, with the advent of tape, will give them almost complete control over the re-runs of their live shows as well as their film shows; (6) own and operate merchandising subsidiaries or divisions.

"In summary, the networks are exercising an increasing monopoly power over the entire field of television which is slowly blocking off independent operations from an opportunity to compete,"

Then he polled the witnesses: Did that represent the considered judgment of their companies?

Mr. Cohn: "Materially. . . ."

Mr. Jaffe: "Materially, in fact, yes."

Mr. Reel: "Yes . . ."

Mr. Sillerman: "Yes . . ."

The question of networks seeking profit-participation rights to programs they buy from independent producers and distributors figured prominently in questioning.

When some such contracts were offered for the record, Harry M. Plotkin, counsel to ATFD, won committee consent to have them "edited" to eliminate "private" matters not concerned with the investigation. It was a concession that presumably heartened network officials, who have protested strongly against having all their private contracts details spread on the public record.

Chairman Celler wouldn't commit the committee to take for the record only the "profit-participation" provisions of the proffered film contracts, but assured Mr. Plotkin that "I don't think you'll have any trouble" in making satisfactory arrangements with committee counsel on this score.

He instructed each of the four witnesses, however, to submit for the record full details on instances where networks have "demanded" profit-sharing, re-run rights, or merchandising rights as a consideration for putting a program on the network. He also called for details where a network rejected an independently produced program in favor of a network controlled program.

Friday's session was to be cut short about noontime, in observance of the Jewish holy days. Thus only Friday witness scheduled was Victor Hansen, assistant attorney general, anti-trust div., Justice Dept. Presumably John G. Johnson of WTOB-TV Winston-Salem, N. C., chairman of the Uhf Coordinating Committee, who had been scheduled to testify Friday, would appear this week, possibly today (Mon.).

It was was known that Carl Haverlin, president of BMI, is slated to appear today at the committee's invitation (he was not subpoenaed) at 11 a.m. ASCAP was understood to be slated to send a witness, although the probable date and time were not known. ASCAP authorities refused to confirm or deny the report that it would testify; a spokesman said, however, that it would not appear except by subpoena.

ABC President Robert E. Kintner is slated to appear on Thursday, it was learned, and CBS Inc. President Frank Stanton on Friday and next Monday. Committee authorities expected the New York sessions to continue through "a good part" of next week.

Committee members on hand for the opening day's sessions, aside from Chairman Celler, were Rep. Kenneth Keating (R-N. Y.) and Rep. Peter Rodino Jr. (D-N. J.). Congressman Rodino was absent Thursday afternoon, however. Committee counsel participating were Chief Counsel Herbert N. Maletz and Associate Counsel Samuel R. Pierce Jr. and Co-counsel Kenneth R. Harkins.

Chairman Celler opened the Thursday session promptly at 10 a.m. with a statement as to the investigation's purpose.

To receive star billing in the Celler "spectacular" are the following topics as outlined by the chairman: how FCC has "discharged its statutory responsibility in accordance with the congressional mandate" in insuring a nationwide competitive system of broadcasting and whether it has had a tendency to become "unduly responsive to the industry viewpoint to the detriment of the public interest"; a "further study" of network option time and must buy policies" as well as the networks' "power to grant or withhold an affiliation contract"; discrimination —if any—by networks as between affiliated stations, and a look at FCC's Chain Broadcasting Regulations, which, he noted, were "adopted some 15 years ago in the pre-television era."

Also, the chairman singled out network control of programs telecast in choice time periods, asserting that "it has been argued that [network control] imposes a production disadvantage upon independent program sources, but permits the networks to insist upon the rights of profit participation and commercial exploitation with respect to independently produced films."

Rep. Celler emphasized that tv advertising revenue, which he admitted to be "the lifeblood of network telecasting" would not be sacrosanct: "We shall inquire into whether or not the much sought-after prime evening hours on the networks are available on an equitable basis to all advertisers and advertising agencies or conversely are concentrated in the hands of a few."

The subcommittee, moreover, he said, will look into the relationship of the networks and talent by exploring the contention that "option time permits the network to control talent since it alone can guarantee to star performers continued entry into the nation's television homes."

On song licensing and publishing, Mr. Celler noted that this was a "related antitrust" problem commanding the subcommittee's attention because "popular song hits have become valuable properties as well as important program material for radio and television use." He then said the committee would hear testimony bearing upon the "joint activities" of broadcasters in this field.

Also on the subcommittee's program, Rep. Celler said, would be an examination of the "relationship of AT&T as a public utility to the telecasting industry by virtue of its control of network interconnections," and a desire to determine whether the "uhf problem will be handled so as to foster competition rather than momopoly and by the same token provide the maximum number of tv outlets throughout the country." He thought FCC's current approach through rule-making proposals on deintermixture "holds forth much promise," but, he warned, the subcommittee wants to know just what the FCC order of June 26 will do and thus expects to hear individual uhf operators and "their representatives."

The Celler group wasted no time in tossing a bombshell: It based its initial and subsequent questioning on the document submitted by ATFD to the Barrow Network Study Group of FCC and sharply attacking network practices, particularly option time and the control of programming.

This was the first disclosure of the heretofore secret "presentation" to the Barrow unit. Observers felt that this portended similar revelations in the hearing sessions to come.

Asked by counsel if there were other companies which had similar problems to ATFD, Mr. Cohn named Revue Productions (Music Corp. of America subsidiary), National Telefilms Assoc., and Guild Films. Rep. Celler and Mr. Cohn agreed that the networks were in direct competition with independent film producers and distributors as well as being their "customers."

Under questioning, Mr. Cohn said although some producers were "affiliated with networks" they were not associated "fulltime" but as "contracted associates," a practice, he noted, which is becoming more the trend.

Do some producers work exclusively for the networks so that the networks "own the sum total of their services?" Mr. Cohn said it was true to some extent, but a "relatively new departure" and cited California National Productions (subsidiary of NBC) as an example.

Taking its cue from the ATFD presentation before the Barrow study group, the subcommittee aired data on network-producer contracts, particularly those which give a network a share in the profits. Examples presented by Mr. Cohn were CBS and its *Burns and Allen* show, Desilu Productions (*I Love Lucy* and *December Bride*) and ABC with the producers of *Wyatt Earp, Jim Bowie,* and *Danny Thomas Show*. These producers, Mr. Cohn continued, film shows in association with the networks and have a direct affiliation as suppliers of the programs.

As to network profit sharing in this program product, Mr. Cohn said he believed CBS, for example, had stock in Desilu. Network control is exercised, he observed, with Desilu films and *Burns and Allen* playing first run only on CBS.

The committee counsel offered that the network derives its revenue from these programs through time and production charges to the advertiser. Mr. Cohn amplified this as profit from three sources: sale of time, profit on production and profit on distribution. He noted, too, that often additional revenue is available to the network through the film sales sub-

Keating Quips

REP. Kenneth B. Keating (R-N. Y.), got a laugh last week with a topical gag during the House Antitrust Subcommittee's hearings on alleged monopoly in television held in New York City. Chairman Emanuel Celler (D.-N. Y.) was reading a statement made—in the course of an interview published in B•T last Feb. 28—by Sylvester L. (Pat) Weaver Jr., who resigned 10 days ago as NBC board chairman. The statement dealt with the high proportion of network billings placed by a relatively few big advertisers, and concluded that if this situation continues the non-network advertisers must "go out of business, literally go out of business." Observed Rep. Keating "Now *he's* out of business."

sidiary and gathered from subsequent sale of rights (for example, *Badge 714*, syndicated version of *Dragnet*), re-runs after the show is off the air and offering a previous edition of a series to run concurrently with the regular series (example: *Sunday Lucy Show* which was on CBS as well as *I Love Lucy*).

He said that Hal Roach Studios and Desilu were producers which permit a network to bring its own production package into the shop, using stage and studio facilities.

Mr. Cohn declared that the networks hold bargaining power because of a lack of sufficient tv stations in top markets and because of "options on large segments of time."

He said Screen Gems sold directly to networks four out of its 10 programs which have been or will be networked this coming season: *Circus Boy* on NBC-TV, filmed segments of *Playhouse 90* on CBS-TV; *Cowboy Theatre* on NBC-TV and *George Sanders' Mystery Theatre* on NBC-TV. Of these four, Mr. Cohn said the *Playhouse* segments and the *Sanders* mystery series were sold to the networks on a basis in which the network would share in the profit.

Subcommittee Counsel Maletz read a paragraph from the contract of Screen Gems and NBC on *Circus Boy* entitled, "Profit Sharing," noted it was "complicated" and asked for clarification. Mr. Cohn said the series had been sold to NBC at a "certain price" and that of anything realized over that price in its sale to an advertiser, Screen Gems would share in the profit. For *Playhouse 90* segments, Mr. Cohn said, CBS obtains a 50% share in the profit and 50% of rerun rights, and NBC gets a 25% profit share in *Sanders' Mystery*, U. S. and Canada showings as well as a rerun share.

Committee counsel noted stations do not as a rule obtain a share in profit in either the first or subsequent runs of series placed on the networks. Mr. Cohn admitted it indeed would be "very unusual".

The other companies reported as follows on selling shows "directly" to networks for the fall season: Ziv, none; TPA none, although it has four being network-exhibited; Official 1½ (fraction relates to *Robin Hood* sold one-half to Johnson & Johnson and the other half sold to network, this segment sponsored by Wildroot).

At this point, "drama" erupted in the hearing room as a member of the audience who identified himself as Harry Levine shouted that as a "layman" he wished to say that "collusion and conspiracy . . ." He got no further as Chairman Celler demanded Mr. Levine was out of order and should go through channels requesting to testify if that was his intent. Mr. Levine later told newsmen he was in public relations, had been in the radio-tv field for 25 years and had been "around," including the entertainment centers of Hollywood and New York. It was not decided whether Mr. Levine would be heard formally.

The hearing then veered from the audience interruption to an eruption from Chairman Celler.

Mr. Cohn was asked whether a network should give preference to a network-produced show, or perhaps one that it bought directly, over a program independently produced or sold by the independent producer to an advertiser or agency. The stage was set for Mr. Celler's ire.

Mr. Cohn reminded the subcommittee that networks were responsible for their programming, that they choose on their own grounds, that it would be presumptuous for him to say the networks were discriminatory ("though we suspect in some cases they might") and that he thought the networks were as "fair as they can be."

Chairman Celler charged Mr. Cohn with "tempering your remarks" in contrast to ATFD's presentation to the FCC Network Study Group.

Mr. Cohn insisted ATFD's "bulk of criticism" was laid to the shortage of tv stations. Chairman Celler countered by noting ATFD's position was that networks are increasing a monopoly over what is shown on the airwaves. Mr. Celler declared that Mr. Cohn was attempting to place most of the "difficulty" to the shortage of stations. Mr. Cohn, holding fast to his belief that the "deep-seated" fault or long-range problem was in FCC's allocations, added that ATFD's recommended reduction of option time in peak viewing hours (from 3½ to 1½ hours in nighttime) was proposed as an interim measure, pending increase in number of stations.

Mr. Celler immediately shot back that it was implied, if not spelled out, in ATFD's presentation to FCC that networks discriminate as to what programs go on the air and that this should not be done "with only the profit motive." He maintained these thoughts go "far beyond" the station shortage. Rep. Keating followed up with a blunt query: Should the Justice Dept. force the networks to give up their film subsidiaries?

PROBE IN HIGH GEAR

REP. CELLER

To this, Mr. Cohn answered no. He noted that the analogy drawn in the presentation to FCC on what action the Justice Dept. took in splitting up the production and exhibition of theatrical film was meant to show only how another and "related" industry problem was solved. He said the motion picture split was mentioned only for background and as an "approach."

Mr. Celler pursued the issue by pointing to portions of the ATFD presentation which noted that networks could be required to divest themselves of program control, particularly since there is a conflict of interest of outside program product with those programs in which the networks have a financial interest.

Mr. Cohn said that there was a confusion as to what ATFD *itself* proposed and what had been cited as being advocated by others to cure the problem. The latter were two: complete abolition of network option time and the requirement that the networks divest themselves of program control. ATFD's request, however, he said, was a proposal to limit the number of hours a station can accept from networks, both option and non-option (referring to "straddling" —wherein a network program takes in some option and then runs into non-option periods).

At this point on, the hearing wrangled over a key section of the presentation by ATFD to the Barrow committee, which read:

"Using its power to approve or disapprove on the grounds of 'public interest,' 'good programming' or our 'concept of what kind of show this time period should contain', the network can and does refuse to accept the program of the independent, usually at the same time stating its willingness to accept another show in which, by a strange coincidence, it has a profit participation."

Committee counsel referred to correspondence it had taken from Screen Gems files outlining failure of the film company to have a series, *You Can't Take It With You*, placed on CBS although Carter Products and its agency (Sullivan, Stauffer, Colwell & Bayles) had approved it. Carter had been sponsoring *Meet Millie* on Tuesday nights. CBS, it was charged, notified SSC&B that it planned to place *Joe and Mabel* (A CBS-commissioned film series) in that slot for Carter sponsorship. Mentioned was correspondence said to involve J. L. Van Volkenburg, CBS-TV president, Hubbell Robinson Jr., CBS' program vice president, and Frank Stanton, CBS president. It was alleged that CBS forced the dumping of *Take It*, Carter accepted *Joe and Mabel*, then *Joe and Mabel* was tossed out, and finally Carter was obliged to place *Meet Millie* in the time slot.

Chairman Celler and Mr. Maletz set off flares by insisting that the subcommittee's subpoena *duces tecum* (order to produce all records) failed to uncover enough documents to substantiate a statement in ATFD's charge to the FCC that there were "many instances" to back up its assertion of networks discriminating against their product in favor of their own show in which often they have a share in the profits. Mr. Celler then demanded additional papers be presented to the subcommittee after the noon recess. The afternoon session—not attended by Rep. Rodino—was interrupted near the outset by Chairman Celler's inquiry whether the film group had delivered the additional records requested. Mr. Plotkin reiterated that all pertinent documents had been made available earlier to committee counsel and that copies of all those designated by counsel had been supplied.

As questioning of Mr. Cohn resumed, he conceded it is "true" that networks sometimes seek rights to independent producers' proposed programs and that often no agreement is reached because of conditions sought by the network—participation in profits on the program; right to approve script, talent, director; rights to subsequent distribution of the program etc.

Such negotiations, however, are business matters involving "give and take," Mr. Cohn said, with each side out to get the best terms it can. He declined to say that networks "demand" a share of the profits as a condition of putting an independent producers' program on the air. They usually tried, he said, "but so would we or anybody else." When distributors or producers have the upper hand in network negotiations, "we turn the screws," he asserted.

Did networks pay production costs in all cases where they got profit-sharing rights in connection with independently produced programs? Mr. Cohn said that in each such case the network has paid a fixed sum, and that if the producer could turn out the program for that sum, "then the answer is yes."

He wouldn't say that these payments by the networks amount to a "subterfuge" by which networks acquired profit-sharing. Perhaps, he said, the networks consider such payments, for films not yet produced, to be "risk capital."

At another point the ATFD document was quoted as saying producers were "pressured" to give the networks distribution rights to products sought by the networks. Mr. Cohn agreed with the statement but said "this doesn't mean we succumbed to pressure." Pressure, he added, is a part of business negotiations.

The committee wanted to know whether Mr.

Continues to page 67

INDUSTRY ASSAILS FREE TIME AT SENATE ELECTIONS PROBE

- **NBC, CBS, ABC, NARTB also indict Sec. 315**
- **Report $2.1 million political time optioned**
- **Politicos Hall, Butler differ on gratis periods**

THE three radio-tv networks and NARTB last week emphatically denounced a suggestion that they be required by government fiat to give free broadcast time to political candidates. They also told the Senate Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.) that broadcasters are strapped during election years by Sec. 315 of the Communications Act and asked that it be amended if not repealed.

Testifying Tuesday before the three-man Senate group were NBC Treasurer Joseph A. McDonald, also head of the network's Political Broadcast Unit; CBS Vice President Richard S. Salant; ABC Vice President Ernest Lee Jahncke, assistant to the president and head of ABC's Political Broadcast Unit, and NARTB President Harold E. Fellows.

They were joined in their objections to free time proposals by Republican National Chairman Leonard Hall, who testified Monday that such a law would start a "chain reaction" that might extend equivalent demands to other facilities used by candidates in campaigning, such as newspapers and other media, railroads and airlines. The equal time provisions of Sec. 315 would cause countless minority parties to spring up and eventually destroy the two-party system, Mr. Hall declared.

Mr. Hall's opposite number, Democratic National Chairman Paul Butler, who preceded the GOP chairman during Monday's testimony, reiterated his past position that tv networks should be required to make free time available to candidates as a public service in return for "the public license they receive."

The networks submitted information on broadcast time under contract or commitment to the political parties while five national political committees furnished figures on their respective finances as of Sept. 1 (see story, page 44). Sen. Gore has announced that the Senate group will conduct a running account of political campaign contributions and spending, rather than the customary investigation after the elections. Next accounting is due Oct. 1.

The political committees, the networks and NARTB were asked if they could supply similar reports every "week or 10 days." Although all the political committees and the networks thought this possible, NARTB President Fellows expressed his doubts about the possibility of securing information on a regular and frequent basis from individual stations.

Among other witnesses, besides the network executive and Messrs. Hall and Butler, were Jack Kroll and James L. McDevitt, co-directors of the AFL-CIO Political Education Committee; Gen. John R. Kilpatrick, chairman, Citizens for Eisenhower, and Archibald Alexander, chairman, Volunteers for Stevenson. Also testifying was John Hay Whitney, chairman of United Republican Finance Committee of New York, a fund-raising group which solicits funds for GOP campaigns from eight counties in metropolitan New York. Mr. Whitney is senior partner in J. H. Whitney & Co., which holds several broadcast properties.

The Senate group resumes its hearings Oct. 8, when MBS will be asked to testify on time under contract to political groups. Other members of the three-man subcommittee and present at the two-day session were Sens. Mike Mansfield (D-Mont.) and Carl T. Curtis (R-Neb.). Sen. William Jenner (R-Ind.), chairman of the subcommittee in the 83rd (GOP-controlled) Congress, attended the Tuesday session.

All three networks pointed to their cooperation in helping political parties reduce preemption costs of radio-tv time by reserving specific periods as far as a year in advance of its use, and to their agreement with the parties to make five-minute periods available by shortening regular one-hour and half-hour network programs, at one-sixth of the half-hour rate, according to proposals first made on behalf of the Democrats.

This year, contrary to the practice in past campaign years, none of the networks are paying agencies their 15% commission for preempted shows, they testified. As Mr. Salant explained: (1) the agency receives no services, loses nothing; (2) the agency still has the advertiser's budget for the pre-empted program and can place it on any other show or in other media and still get its 15%, and (3) "we think it is desirable to keep costs down to a minimum" for the political parties.

Mr. McDonald, leading off for broadcasters, said that because of NBC's foresight, pre-emption costs for time presently under NBC contract will not be more than $50,000, compared to a total of $175,000 in 1952. NBC's proposal for 1-minute and 1½-minute political spots on participating programs does not seem to have

JWT EXECUTIVE CHARGED WITH ASKING EMPLOYES FOR CONTRIBUTIONS TO EISENHOWER CAMPAIGN

HENRY C. FLOWER, a vice chairman of J. Walter Thompson Co., New York, was identified in widely circulated news reports following a story that broke in a June issue of *The Reporter* magazine of an agency executive who had purportedly solicited funds for the Eisenhower campaign from his employes (see main story above).

Reached in New York late last week, Mr. Flower had no comment to make on Democratic National Chairman Paul M. Butler's assertion before a Senate group nor on a later statement by a spokesman for the National Committee that Mr. Flower was the author of the letter to which Mr. Butler referred. At the same time, Mr. Flower released to B•T what he indicated was the "final" letter mailed to agency employes at their home addresses. Mr. Flower is chairman of the advertising division of the United Republican Finance Committee. The letter follows:

MR. FLOWER

"The right to choose a president, and to decide which party shall have the responsibility for governing our country, must obviously be fully exercised if we are to preserve our democracy. We must know the issues involved—make a critical appraisal of candidates—go to the polls—and vote.

"I am convinced, also, that each of us has a further responsibility: to help make it possible for the candidate of our choice to present his case (and explain the principles for which his party stands) to *all* the people of this country. Like everything else, political campaigns involve increasingly large sums of money.

"The time has long since passed when we can leave the responsibility for financial support to a few rich individuals. We must broaden the base of our giving—if we are to preserve our two-party system.

"The next four years may well be crucial. I am personally convinced that the progress we've made during the last four can only be preserved in an atmosphere of business confidence. Therefore, my choice of candidates is President Eisenhower.

"His doctors assure us that he is equal to the burdens and responsibilities of office. He has told us that he is willing to continue his efforts in our country's behalf, if that is our will. But his election is by no means assured.

"The Democrats (in the population as a whole) outnumber the Republicans 4 to 3. Eisenhower's courageous stand on the farm bill may well cost him votes in normally-Republican strongholds. Three-quarters of the normally-independent votes are going to have to be persuaded—if Eisenhower is to be re-elected.

"It is for this reason that I have accepted the responsibility for raising money for the Republican Party.

"In deciding on how much you should give, I think you would be interested in an article in the May issue of *Fortune*, entitled, 'How to Give Money to Politicians.' As this article suggests, 1% of your income would not be "out of line." But please give whatever you feel is right. I am naturally in hopes that we can set the standard for our profession—not only in total amount but in number of contributors.

"Sincerely,

Henry C. Flower Jr., Chairman
Advertising Division
United Republican Finance
Committee

"P.S.: If you want to make a contribution to the Republican Party, a pledge slip is attached. You may pay it in installments if you prefer. I cannot guarantee you won't be approached by committees from other states, but you are authorized to say to them that you have made your entire contribution through the advertising profession."

aroused much interest up to now, but may do so later, he said.

The NBC executive said his network, as others, requires payment for time 48 hours in advance; that NBC has signed a blanket contract with the Democratic National Committee authorizing the DNC's agency, Norman, Craig & Kummel, to order the reserved time. The time periods have been worked out with the Republican National Committee, but no contract has yet been signed, he said. Mr. McDonald felt sure there will be more daytime political broadcasting done, although the time now under contract is for evening periods.

Asked by Sen. Mansfield of his feeling on the question of government-mandated free time for candidates, Mr. McDonald said such a plan is "fundamentally unsound"; that NBC is a "private business" and this would amount to "expropriation of our property." There is actually no "free" time, he said, noting that NBC has to pay for line charges, equipment and rent. Asserting that no similar demands are made on transportation companies and on newspapers, he said free radio-tv time would "amount to a subsidization on all fronts." Discussing network coverage of the conventions, he said the political events should be "streamlined." He quoted NBC President Robert W. Sarnoff as saying NBC lost over $1 million in covering the 1956 conventions.

Mr. McDonald felt sure more money would be spent in radio-tv in the 1956 election campaigns than the $6 million estimated in 1952. A "wild guess" would be 33-50% more, he said. He felt sure politicians are going to realize the value of radio as the campaign wears on, and buy more radio time.

The NBC executive estimated NBC-TV production costs, in addition to time and pre-emption charges, would run "up to $14,000" for a half-hour program, depending on the kind of presentation wanted and the originating source.

He estimated the $410,000 worth of time under contract to the Democrats would be increased by up to $40,000 in production charges and $2,000 in pre-emption costs, for a total of more than $450,000.

Republican pre-emption costs will be higher, a total of some $42,000 based on the $475,000 worth of time under contract at present, because some of the time was ordered late. With production charges of about $55,000, the total for time presently under contract may cost about $575,000, he said.

Mr. Salant said CBS losses will be over $1 million for its convention coverage.

CBS has orders from both the RNC and DNC, but has signed no contracts yet, he said.

Mr. Salant criticized Sec. 315 of the Communications Act: "It has severely limited broadcasters in carrying and broadcasting without charge face-to-face appearances of candidates, because each time we carry President Eisenhower or Governor Stevenson, for example, we subject ourselves to the legal requirement of giving equivalent time to every other candidate for President." He noted there were 18 parties with candidates in 1952 and there is likely to be a large number in 1956. CBS, as ABC and NBC, has given or scheduled time to candidates of some minority parties for time equal to that given to the Stevenson-Kefauver and Eisenhower-Nixon acceptance speeches during the conventions, running about an hour in each case, Mr. Salant said.

The CBS executive said the network's political presentations are not slanted or biased to the extent that "human frailty" can be depended upon to avoid such presentations. "We have no commentators," he said, continuing that "ours are newsmen" who "cannot express their own views."

He noted that CBS-TV carried short announcements by President Eisenhower recently as public service speeches: one on the *Ed Sullivan Show* kicking off the Community Chest drive and the other about civil defense on a regular news program. CBS consulted with the FCC but could get no definite assurance of whether equal time must be given to other presidential candidates, he said.

Mr. Salant said the GOP will have to pay $17,000 in pre-emption charges for a half-hour ordered the week before (Sept. 6) for Sept. 19 on CBS-TV.

He said BBDO is the only agency which still insists that it get its 15% commission for time periods pre-empted by political programs, but that CBS is trying to convince the agency otherwise.

Mr. Salant, as well as ABC and NBC representatives, said his network would be glad to cooperate in furnishing the subcommittee information on time under contract to political parties on a weekly or 10-day basis throughout the rest of the campaign.

Mr. Jahncke said ABC estimates it lost more than a half-million dollars in covering the conventions.

Asked whether ABC had calculated the benefits to networks in goodwill and public relations in covering the conventions as compared to the detriment which might have resulted had they not covered the conventions, Mr. Jahncke said ABC had not, but, he added, many people unfortunately were just not interested in viewing the conventions and that in cities where other stations carried ball games and other non-political programs the ABC affiliate lost audience during the two convention weeks.

Sen. Gore said he did not feel tv network

NETWORK TIME OPTIONED BY PARTIES

(D—Democratic R—Republican)
(All time p.m., NYT)

NETWORK

FULL-HOUR TELEVISION

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Nov. 5			
11	R	R	R

HALF-HOUR TELEVISION

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Sept. 13			
9:30	D	D	D
Sept. 19			
9:30	..	R	..
Sept. 25			
9:30	..	R	..
Sept. 28			
8:30	..	D	..
Oct. 1			
8	..	R	..
Oct. 4			
8:30	..	..	R
Oct. 11			
9	..	..	D
Oct. 12			
9	..	..	R
Oct. 16			
8:30	R	..	..
Oct. 17			
10:30	..	..	R
Oct. 19			
9:30	..	R	..
Oct. 22			
9	..	R	..
Oct. 23			
9	D	D	D
Oct. 26			
9:30	..	..	R
Oct. 29			
8:30	D	..	..
Nov. 1			
9:30	..	..	R
Nov. 3			
10:30	..	..	R
11	D	D	D

QUARTER-HOUR TELEVISION

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Nov. 5			
Midnight	..	D	..

FIVE-MINUTE TELEVISION

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Sept. 23			
9:55	D	..	..
Sept. 24			
4:55	D	..	..
10:25	..	..	D
Sept. 25			
7:55	..	D	..
Sept. 26			
4:55	D	..	..
8:55	D	..	..
9:55	..	D	D
Sept. 28			
4:55	D	..	..
Sept. 29			
10:25	D	..	..
Sept. 30			
9:55	..	..	D
10:25	..	D	..
Oct. 2			
4:55	D	..	..
9:55	..	D	..
Oct. 3			
8:55	D	D	..
Oct. 4			
4:55	D	..	..
Oct. 5			
9:55	..	..	D
Oct. 6			
9:55	..	..	D
Oct. 8			
4:55	D	..	..
8:55	..	D	..
10:25	D	..	..
Oct. 9			
10:25	..	D	D
Oct. 10			
4:55	D	..	..
10:55	..	D	..
Oct. 11			
9:25	..	D	..
Oct. 12			
4:55	D	..	..
Oct. 13			
9:55	D	..	..
10:55	..	..	D
Oct. 14			
8:25	D	..	..
Oct. 15			
9:25	..	..	R
10:25	R	..	D
Oct. 16			
4:55	D	..	..
7:55	..	R	..
10:25	..	..	R
Oct. 17			
9:55	..	R	D
10:55	R	..	..
Oct. 18			
4:55	D	..	..
10:55	..	D	D
Oct. 19			
8:55	..	..	R
9:25	D	..	..
Oct. 20			
8:55	..	D	D
10:25	D	..	..
10:55	..	..	R
Oct. 21			
8:55	..	..	D
Oct. 22			
4:55	D	..	..
8:55	..	..	R
10:55	..	R	..
Oct. 23			
10:25	..	R	R
Oct. 24			
4:55	D	..	..
9:55	..	..	R
10:25	..	..	D
10:55	R	R	..
Oct. 25			
9:55	..	..	R
10:55	..	R	..
Oct. 26			
4:55	D	..	..
9:25	D	..	..
10:55	..	D	..
Oct. 27			
8:55	..	R	R
9:55	R	..	..
10:25	..	..	D
Oct. 29			
8:55	..	R	D
10:25	..	..	R
10:55	..	D	..
Oct. 30			
4:55	D	..	..
8:25	..	..	R
9:25	..	R	..
10:25	..	..	D
Oct. 31			
8:55	..	R	..
9:55	..	..	R
10:25	..	..	D
Nov. 1			
4:55	D	..	..
9:25	..	R	..
10:55	..	..	R
Nov. 2			
8:55	..	..	D
9:55	..	..	R
10:55	..	R	..
Nov. 3			
7:25	..	R	..
9:55	D	..	R
Nov. 5			
8:55	..	..	R

HALF-HOUR RADIO

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Sept. 13			
9:30	D	D	D
Sept. 28			
8:30	..	D	..
Oct. 11			
9	..	..	D
Oct. 23			
9	D	D	D
Oct. 29			
8:30	D	..	..
Nov. 3			
11	D	D	D

FIFTEEN-MINUTE RADIO

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Nov. 5			
Midnight	..	D	..

FIVE-MINUTE RADIO

DATE & HOUR	ABC-TV	CBS-TV	NBC-TV
Oct. 8			
8:55	..	D	..
Oct. 29			
8:55	..	R	..

Mutual figures are not included. Presently booked on MBS are two half-hours (9-9:30 p.m. Oct. 23 and 11-11:30 p.m. Nov. 23, both by Democrats).

THESE network executives last week toted up radio-tv political time under option to political parties, then lambasted "free time" proposals and Sec. 315 of Communications Act. L. to r., Ernest Lee Jahncke, of ABC, Richard S. Salant, of CBS, and Joseph A. McDonald, NBC.

coverage of the conventions was "actuated entirely by charitable, eleemosynary motives."

Mr. Jahncke replied that ABC covered the conventions as a part of its public service.

A lively exchange followed a part of Mr. Jahncke's statement in which he said a "statutory requirement" to give free time to political candidates would "be a form of forcing networks to make political contributions or would impose a discriminatory tax on networks and stations."

Sen. Gore asked if free time might not be made a "condition" to a licensee's use of the "people's wavelengths."

Mr. Jahncke said broadcasters would be discriminated against because no similar demands are made on newspapers, which have second class mailing privileges, and on airlines, which have mail contracts.

Nevertheless, said Sen. Gore, "I couldn't let you treat as a discriminatory tax a condition the government might attach to the grant of a license."

Mr. Jahncke said the tv networks operated at a loss for "quite a few years" and that many stations still operate in the red. Television is not a "fabulous gold mine," he said, although now it is a "reasonably profitable" business. If it had not been profitable, he said, ABC wouldn't have been in position to give full coverage to the two political conventions, and if ABC were forced to give away free time the network would be "seriously impaired" in its ability to cover the conventions. There must be a profit in tv, he said, or the alternative is for the government to take over broadcasting, which is "anathema to us all."

Mr. Jahncke said ABC filed statements last February before the House Transportation & Communications Subcommittee saying the network did not favor amendment of Sec. 315 because minority rights should be protected.

Now, he said, ABC is not so sure. It can be argued he said, that Sec. 315 tends to restrict access to cameras and microphones and can be improved by an amendment freeing these restrictions, but "unless Congress is ready to eliminate the possibility of any further change in our political system and to set up a permanent bar to more than two political parties, minority interests are entilted to some protection."

To sum it up, he said, ABC does not advocate repeal of Sec. 315, but has no objection to its repeal. Citing ABC's political broadcast policies, he said the network's policy wouldn't be affected in any case.

Sen. Mansfield expressed his concern with the difficulties presented by Sec. 315 in requiring that candidates of all parties receive the same opportunities as those of the two major parties. He said he hoped the subcommittee would "go into equal time" and make recommendations to the Senate Commerce Committee to "ameliorate" the present difficulties.

Mr. Fellows said NARTB would be glad to cooperate in making a study of radio-tv costs for the campaign, pointing out that the association mailed questionnaires to all radio-tv stations Oct. 30, 1952, and received replies from 100% of tv stations and 85.5% of radio outlets by Nov. 24, 1952, showing a total of $6,062,378.05 spent nationally and locally (A Brooking Institute survey showed $3.6 million in radio-tv network buys and $2.4 million in time from local stations.)

But when asked by Sen. Gore if the information could be supplied weekly or every 10 days throughout the campaign, Mr. Fellows said he didn't think it would be possible to get the information on this basis because most of the local time purchases "pile up" during the last two to three weeks of the campaign. He indicated such regular reports would lead to confusion.

He inquired if the subcommittee would ask newspapers for the same information on the amount of space bought for political purposes. He said that in his opinion, if newspapers received such a request, they would "rear up" through their trade association and there would be a "fight." He said NARTB would cooperate in any way the Senate group desired, but it is "not going to be easy to get a running account" from individual stations.

John Moore, special counsel for the Senate group, told B•T Wednesday that NARTB and the subcommittee staff will confer on whether to attempt to get regular reports on time purchased from stations. He said the subcommittee intends to make a study of alleged institutional newspaper advertising by corporations which advocates a political viewpoint, yet is claimed as tax-deductible.

Mr. Fellows said Sec. 315 places the broadcaster in a "legal strait jacket," and that the easy solution is to decide "not to do any political broadcasting [which the present law permits]. This obviously is not consonant with our view of the industry's public service obligations.' However, I think it is undisputed that Sec. 315 does prevent the public from receiving full coverage of the news forum and panel shows involving candidates, and all the campaign messages of the major parties."

Mr. Fellows criticized the censorship provisions of Sec. 315, under which a broadcaster cannot censor a candidate's broadcast speech, yet may be held liable for libel and slander under state laws. Sen. Mansfield agreed that this provision is unfair to the broadcaster.

The NARTB president said the record shows broadcasters have been fair in presenting issues not covered by Sec. 315 (broadcasts by supporters of a candidate, attacks made against him by non-candidates and advertisements for or against him) and, thus, can be trusted to maintain balance and fairness where candidates themselves are concerned.

Free time proposals, he said, are "not only discriminatory but unrealistic, unworkable and unconstitutional." He asked for "complete elimination" of Sec. 315.

Mr. Butler charged Republicans with refusing to cooperate in the plan of Phillip L. Graham, publisher of the *Washington Post & Times Herald* (WTOP-AM-FM-TV Washington), to use public service advertising in all media (through The Advertising Council) to solicit small contributions from citizens for the party of their choice. The Democratic National Committee also has advocated legislation calling for "free" radio-tv time for candidates, he said.

The Democratic chairman said that on May 22 this year "the vice president of a large New York advertising agency solicited funds by mail from over 100 employes of his agency, on the basis of 'what it might mean to you personally if Eisenhower were not re-elected.'" The DNC Thursday told B•T the agency referred to was J. Walter Thompson Co., and the vice president, Henry C. Flower.

PARTIES HOLD $2.1 MILLION OF RADIO-TV NETWORK TIME

THE three major radio-tv networks told a Senate group last week that the two national political committees already have under option or contract $2,179,630.20 in radio and tv time for the 1956 political campaigns.

Testifying before the Senate Elections Subcommittee (see story page 42), executives of NBC, CBS and ABC said the Republican National Committee and the Democratic National Committee have signed for or optioned a total of 29 hours and 10 minutes radio and tv time (see table). These are straight time charges and do not take into account pre-emption costs (which, however, are expected to be much lower than in 1952 because of early orders) and production costs.

Of the total, television time purchases outstripped radio buys almost 20-to-1, with a total of $2,074,500 for 22 hours and 45 minutes of network television and $105,130 for 6 hours and 25 minutes of network radio time.

(Mutual, which did not testify last week, said Friday the network presently has only two half-hour periods under contract, both to the Democrats—9-9:30 p.m. Oct. 23 and 11-11:30 a.m. Nov. 3 on the full network at a total cost of about $15,000.)

There will, of course, be additional radio-tv purchases which are likely to cost far in excess of the time already under contract because of increased pre-emption charges for less than 30 days notice to the agency and sponsor of a show bumped off a network to make way for a political presentation.

Several officials of political committees also testified last week on the state of their respective groups' finances and their plans for contributions to finance the campaigns of candidates of one or the other of the two parties.

The networks' share of the contracted time ran like this: NBC—a total of $885,000 for 10 hours and 50 minutes of radio-tv time of which $851,000 is for 8 hours and 50 minutes of television and $34,000 for 2 hours of radio; CBS—total of $874,630.20 for 10 hours and 20 minutes of radio-tv time, including $833,500 for 7 hours 55 minutes of tv and $41,130 for 2 hours 25 minutes of radio; ABC — total $420,000 for 8 hours of radio-tv time, including

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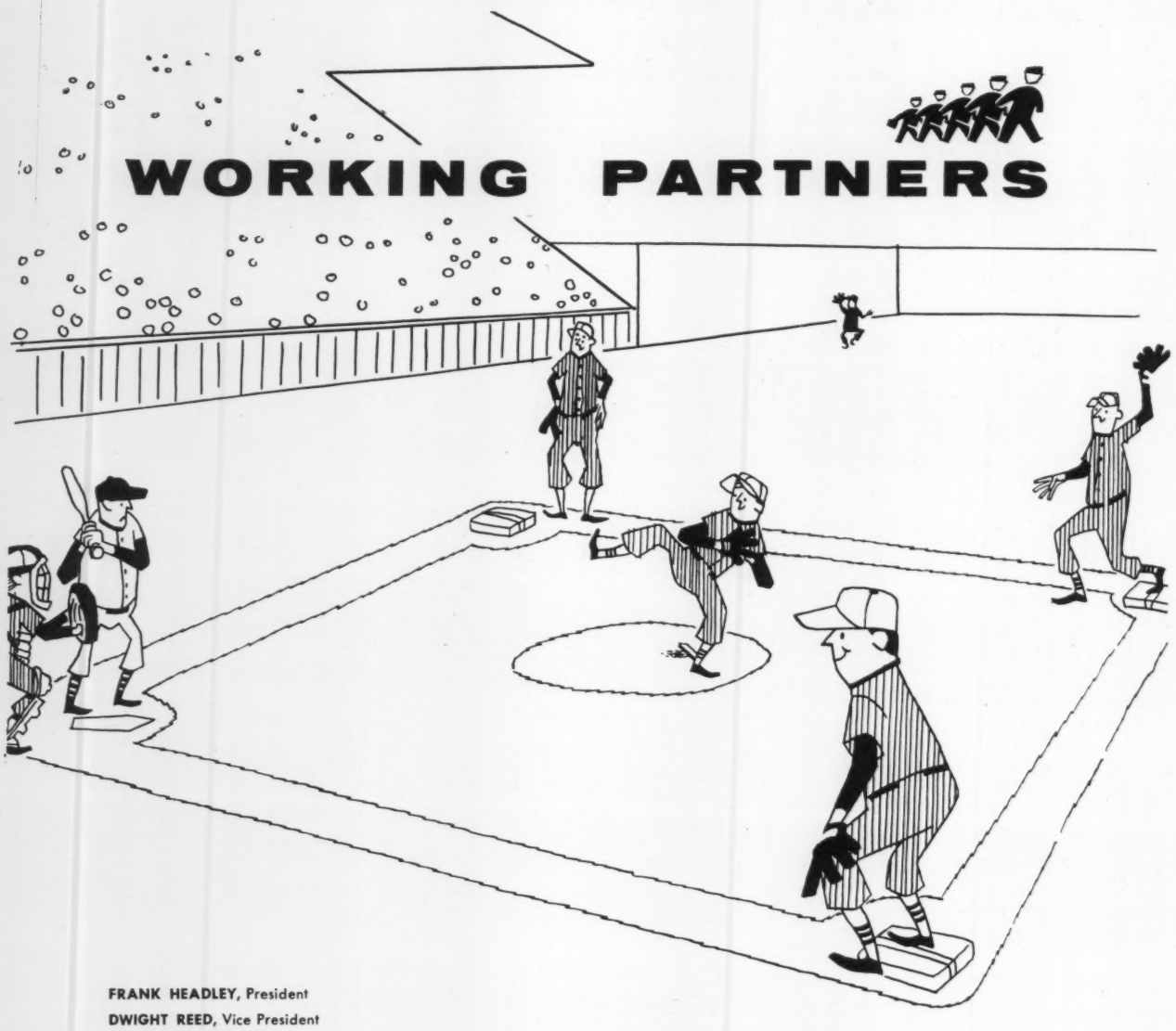

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Jackson 8-1601

BUTLER'S FORECASTS

SEN. John Marshall Butler (R-Md.), who is engaged in a contest for re-election with Democrat George P. Mahoney, has come up with a new campaign gimmick. He's sponsoring a nightly weather roundup over WTTG (TV) Washington, D. C., which has coverage in its neighboring state.

Leslie G. Arries Jr., general manager of WTTG, said, "This marks the first time in the television history of the Washington area that a candidate for political office has sponsored a program, other than a political talk, to present his viewpoint to the public."

The five minute program—*Weather at 11:10*—will be aired by the ch. 5 outlet Monday through Friday.

$390,000 for 6 hours of tv and $30,000 for 2 hours of radio.

Broken down according to the respective political committee purchases:

GOP—$1,109,245 with all three networks: $475,000 for 5 hours 20 minutes on NBC-TV; $472,750 for 4 hours 35 minutes on CBS-TV, $1,495.10 for 5 minutes on CBS Radio; $160,000 for 1 hour 50 minutes on ABC-TV.

Democrats—$1,070,385.10 with all three networks: $376,000 for 3 hours 30 minutes on NBC-TV and $34,000 for 2 hours on NBC Radio; $360,750 for 3 hours 20 minutes on CBS-TV and $39,635.10 for 2 hours 20 minutes on CBS Radio; $230,000 for 4 hours 10 minutes on ABC-TV and $30,000 for 2 hours on ABC Radio.

NBC reported agreements with the GOP for one full hour period, six half-hours and 16 5-minute periods, all on television, and with the Democrats for four half-hours on both radio and tv and 18 5-minute tv spots.

CBS agreements with Republicans called for one full hour, five half-hours and 13 5-minute periods on tv and one 5-minute period on radio. Democrats agreed to four half-hours, one quarter-hour and 13 5-minute periods on television and four half-hours, one quarter-hour and one 5-minute period on CBS Radio.

The ABC agreements with the Republican National Committee were for one full hour, one half-hour and four 5-minute periods on television. Democrats optioned four half-hours and 26 5-minute periods on television and four half-hours on ABC Radio.

All the networks made some regional or local sales for national or state and local candidates and ABC Radio contracted with AFL-CIO on behalf of the International Union of Machinists for one quarter-hour national hookup for Democratic presidential nominee Adlai Stevenson (Sept. 6).

The NBC regional contract was with the New York State Democratic Committee for the senatorial campaign, calling for an eight-station television hookup from 7-7:30 p.m. (NYT) last Monday.

CBS reported the Liberal Party in New York ordered "a lineup of CBS Radio stations in New York for a 55-minute broadcast" last Tuesday night.

ABC reported these orders or sales: Television—Pennsylvania State Democratic Committee, 9:30-10 p.m. last Wednesday on six stations; New York Democratic State Committee, 10-10:15 p.m. Aug. 2 on six stations; New York State Stevenson Committee, 9-9:30 p.m. April 25 on eight stations; Californians for Stevenson & Women for Stevenson, 10-10:15 p.m. June 3 on four stations; Kefauver for President Committee, 10:15-30 p.m. June 3 on five stations; Labor Volunteers for Kefauver Committee, 6:30-7 p.m. June 4 on seven stations; Californians for Stevenson for President Committee, 6:30-7 p.m. Feb. 4 on 11 stations. Radio—Democratic State Committee of New York (for Gov. Averell Harriman), 10:10-25 p.m. Aug. 2 ("New York State only").

Financial status of the various political groups who testified before the Senate subcommittee, as of Sept. 1.

Democratic National Committee: Cash on hand, $35,655.54; unpaid bills, $49,000, making a $13,000-$14,000 deficit, according to Chairman Paul Butler. Mr. Butler said the DNC received $269,000 during the first quarter of this year.

Republican National Committee: Cash on hand, $664,625—what was left of $1,754,142 received in contributions for the first seven months of this year, according to Chairman Leonard Hall.

Democratic Senatorial Campaign Committee: Cash on hand, $26,541. Received in addition $35,000 Sept. 6 from proceeds of dinner for Sen. Walter F. George (D-Ga.), according to written report by Sen. George Smathers (D-Fla.), chairman.

Republican Senatorial Campaign Committee: Cash on hand, $692,349, with anticipated commitments of $329,113 on Sept. 1, according to written report by Sen. Andrew Schoeppel (R-Kan.) chairman.

National Federation of Republican Women: Cash on hand, about $30,000, use of which is not restricted to "entirely partisan" purposes, according to Mrs. Carroll Kearns, chairman.

National Volunteers for Stevenson-Kefauver: Cash on hand, $29,000; collected $34,668 this year and has spent $5,518, according to Archibald S. Alexander, director, who said the group hopes to help pay for tv time for the Democratic nominees.

Citizens for Eisenhower: Cash on hand, $59,706, with commitments of $44,000, leaving "position" at $15,000. John R. Kilpatrick, chairman, said the group collected $414,000 this year up to Sept. 5 and spent $385,000; that it expects additional contributions of $500,000 to $700,000, or a total of approximately $1 million. It collected $1,694,000 in 1952, he said.

AFL-CIO Political Education Committee: Cash on hand, $215,360 in "voluntary contributions" to be used for political purposes. There is another $117,754 in an "educational fund," which is used to educate people to vote and to disseminate the voting records of congressmen, among other things, according to Jack Kroll and James L. McDevitt, co-directors. Mr. McDevitt said the Political Education Committee "hopes" to collect $1 million for the elections campaign, but doubts if that goal will be reached.

United Republican Finance Committee, New York: Cash on hand, $90,554. John Hay Whitney, chairman of the GOP fund-raising group which solicits funds in an eight-county area in metropolitan New York, said the group has raised $683,559 this year and disbursed $593,076. He said the unit "hopes" to raise a total of $1.5 to $1.75 million. Disbursements have included $21,355 to Republican Congressional Committee, $104,688 to Republican Senatorial Committee, $75,000 to New York State Republican Committee and $20,044 to Republican National Finance Committee.

Ike Plans Indefinite

PRESIDENT EISENHOWER may expand his campaign itinerary and speech schedule, he indicated Tuesday at a news conference. Explaining that a large number of invitations to speak and suggestions for appearances have been received, he said final decisions have not yet been made. Present plans call for five or six major addresses, with as many as three of them originating outside Washington.

At his Gettysburg, Pa., GOP rally address Wednesday, the President said radio-tv executives have promised special programming and promotion to aid the voter registration drive.

Hotpoint Plans to Stress Marketing of Tv Color Sets

MARKETING of color tv sets will be one of Hotpoint Co.'s "priority projects" in 1957, D. Edward Weston Jr., general manager of its tv receiver department, asserted last week.

At the same time he forecast that formation of new family groups and "new disposable income" will be major factors in stepping up sales for black-and-white units.

While tv is still in its infancy, Mr. Weston pointed out, a number of monochrome technological advances have been made which, together with the imminence of color, are expected to increase tv sales.

Additionally, Mr. Weston cited growth of the second-set tv market and "intense interest" in portable models, plus aggressive manufacturer-dealer advertising campaigns. He reported Hotpoint, which introduced its first tv line this past summer, is enjoying current orders and sales "surpassing all original expectations."

Piel's, Hamm's Again Voted Best Liked Tv Commercials

PIEL'S AND HAMM'S beers retained their one and two spots, respectively, gained last May, in the latest Advertising Research Bureau survey of best liked commercials. Both are regional advertisers (New York for Piels and Hamms in Midwest). Alka Seltzer moved up from sixth to third place.

Of the 28 best liked commercials in the latest survey, 16 also were on the list last May. The top 28 and their rate of mention:

	% of Commercial Mentions
Piel's beer	7.7
Hamm's beer	6.0
Alka Seltzer	4.4
Raid insect spray	4.1
Dodge	3.6
Ford	3.2
Rheingold beer	3.1
L & M	2.1
Revlon	1.6
Pepsodent	1.6
Gillette	1.5
Tonette	1.4
Camel	1.4
Pamper	1.3
General Electric	1.2
Snowdrift	1.2
AC spark plug	1.2
Mercury	1.2
Ballantine	1.1
Kraft cottage cheese	1.1
Northern tissue	1.1
Toni	1.1
Dr. Pepper	1.0
National Bohemian	1.0
Lucky Strike	1.0
Pabst	1.0
Top Value stamps	1.0
Valley Dale meats	1.0

FREY TO LEAVE NBC DEC. 1 FOR SSC&B

GEORGE H. FREY, NBC vice president in charge of television network sales and associated with NBC since its inception 30 years ago, will move to Sullivan, Stauffer, Colwell & Bayles as vice president in charge of network operations, effective Dec. 1 [CLOSED CIRCUIT, Sept 10], the agency announced last week.

MR. FREY

Mr. Frey has been in radio-tv since 1924, when he joined WEAF New York (now WRCA) when it was operated by American Telephone & Telegraph Co., prior to its sale to RCA in 1926. He started as a stock clerk in the engineering department and after technical training at RCA Institute, repaired the radio sets of clients of the station and later of the network.

While he was repairing, he also was promoting the young medium—a combination job that led to his appointment as an NBC salesman in 1929. He has remained in sales since that time and has been credited with working on virtually every account the network has had on the air. Among others, he represented NBC in the negotiations that sold Lever Bros. and Kraft Foods on their first large-scale use of radio.

Mr. Frey became sales service manager in 1940; manager of eastern sales in 1946; director of sales for network tv in 1949; a vice president in 1951, and vice president in charge of tv network sales in 1954.

Brophy Named Chairman Of Nat'l Advertising Week

THOMAS D'ARCY BROPHY, chairman of the board of Kenyon & Eckhardt, New York, has been named general chairman for the 1957 Advertising Week, it was announced last week by Ben R. Donaldson, director of institutional advertising for the Ford Motor Co. and chairman of the board of the Advertising Federation of America.

Advertising Week, which will be held from Feb. 10-16, is sponsored jointly by the Advertising Federation of America and the Advertising Assn. of the West. Eugene McKim, advertising manager of *Western Farm Life*, Denver, has been appointed vice chairman of the committee, representing AAW.

In 1956, according to AFA, all media contributed nearly $1 million in time and space to the event, with nearly 30 million impressions estimated from the week-long celebration.

Members of the National Advertising Week committee include, among others: J. L. Van Volkenburg, president of CBS-TV; Robert W. Sarnoff, NBC president; Robert E. Kintner, ABC president; George B. Alarik, BBDO, Minneapolis; C. R. Bramham, WSM-TV Nashville; Carleton B. Evans, WKJG Fort Wayne; Mary Furey, KWK-AM-TV St. Louis; Fred J. Haberline, advertising manager, H. C. Bohack Co., Brooklyn; Tony La Sala, vice president, Geyer Adv., New York; Don J. Maggini, vice president, Kenyon & Eckhardt, New York; Roger Pryor, vice president, Foote, Cone & Belding, New York; Richard Scheidker, vice president, American Assn. of Advertising Agencies, New York; Allen B. Sikes, field director, Bureau of Advertising, American Newspaper Publishers Assn., New York; Kevin B. Sweeney, RAB, New York, and John D. Yeck, Yeck & Yeck Adv., Dayton.

The national committee, which has responsibility for creating the campaign material for both the AFA and AAW this year, will meet under the directorship of Chairman Brophy on Sept. 28 at the Advertising Club of New York.

Kent Uses First Spots To Announce Price Cut

P. LORILLARD Co.'s Kent cigarettes is turning to spot tv for the first time in its three-year history in order to report a four-cent price reduction. The reduction was announced on last night's (Sunday) *The $64,000 Challenge* on CBS-TV (which Lorillard sponsors with Revlon Products Inc.). The all-media campaign kicks off today (Monday) with a mammoth saturation drive via newspapers, magazines, radio and television.

Through Young & Rubicam, New York, Kent is launching a five-week tv spot campaign in approximately 60 top markets. Coincident with the tv spot drive will be an 18-market radio push, also lasting five weeks. An agency spokesman, while declining to divulge allocations, said broadcasting will get "well over 50% of the budget."

Kent is the second filter-tip cigarette to cut its price within a month's time. Earlier, Philip Morris' Parliament instituted a five-cent price reduction. Kent's cut averaged four cents a pack, or $1.80 per thousand cigarettes wholesale, and applies to both regular and king-size.

Reason for the price reduction, according to Lorillard President Lewis Gruber, was that extensive testing in West Virginia and Wisconsin indicated "that Kent's sales volume could be lifted sufficiently on a nationwide basis by a price reduction to offset the reduced profit." The tv film commercials also give the reason for the price cut as the completion of an ultra-modern new Greensboro, N. C., plant whose "high-speed machines are turning out thousands more packs per hour than has been hitherto possible."

American Character Doll Sets Big Pre-Yule Tv Push

TELEVISION-CONSCIOUS American Character Doll Co., New York, which earlier this year predicted that its pre-Christmas push this year would account for its heaviest tv spending to date [B•T, May 28], last week verified this by earmarking "well over $300,000" for what was said will be the longest campaign of any toy manufacturer this year.

American Character Doll, through Webb Assoc., New York, will invade 100 top U. S. markets with a double-pronged kiddies' drive, utilizing Associated Artists Productions' "Popeye" and "Bugs Bunny" cartoon packages and specially-filmed "tv mats" showing its latest line of dolls. Starting the end of this month, the doll company will place the AAP cartoons on a tv station in each of 50 top markets, and simultaneously will unleash spot announcement drives in 50 other tv markets, in which stations are still being lined up.

According to the doll company's Advertising-Promotion Manager Bernard J. Schiff, "this will be the largest spot campaign in our industry so far as duration goes."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

Oct. 2 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk through Gardner & S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Oct. 9, 16, 23).

Oct. 3 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (Also Oct. 10, 17, 24, 31).

Oct. 6 (9:30-11 p.m.) *Ford Star Jubilee,* Ford Motor Co. through J. Walter Thompson Co.

Oct. 11 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also Oct. 25).

Oct. 12 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Oct. 19, 26).

NBC-TV

Sept. 17-21 (3-4 p.m.) *Matinee,* participating sponsors (also Sept. 24-28, Oct. 1-5, 8-12, 15-19, 22-26, 29-31).

Sept. 17 (8-9:30 p.m.) *Producer's Showcase,* "The Lord Don't Play Favorites," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

Sept. 18 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson (also Sept. 25, Oct. 2, 9, 23, 30).

Sept. 19 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson Co. (also Oct. 3, 10, 17, 24, 31).

Sept. 20 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Sept. 27, Oct. 4, 11, 18, 25).

Sept. 22 (1-2 p.m.) *Warner Bros. Fashion Show,* Warner Bros. Co. through C. J. LaRoche.

Sept. 22 (10-11 p.m.) *Perry Como Show,* participating sponsors (also Sept. 22, Oct. 6, 13, 20, 27).

Sept. 23 (4:30-5:30 p.m.) Film: *Sound of Fear,* sustaining.

Sept. 24 (7:30-7:45 p.m.) *Golden Touch of Frankie Carle* sustaining (also Oct. 1).

Sept. 24-28 (7:45-8 p.m.) *NBC-TV News Caravan,* various sponsors and agencies.

Sept. 26 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble through Benton & Bowles.

Sept. 28 (8-8:30 p.m.) *Truth or Consequences,* Toni Co. through North Adv. and P. Lorillard through Lennen & Newell.

Sept. 29 (9-10:30 p.m.) *Saturday Spectacular,* "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

Oct. 5 (9-10 p.m.) *Dinah Shore Show,* Chevrolet through Campbell-Ewald.

Oct. 7 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

[Note: This schedule will be corrected to press time of each issue of B•T]

THE CITY IS NOT CHARLOTTE

TODAY

Where else, in a city of 150,000, do you find . . .

. . . more commercial air travel per capita than New York and Chicago.

. . . more New York Stock Exchange member firm branches than any city in the Southeast.

. . . bank debits per capita exceeding those of Washington and Baltimore.

. . . wholesale volume exceeding Salt Lake City and Tulsa.

. . . an Auditorium-Coliseum equal to those in cities of a half-million or more, operating at a profit during its first year.

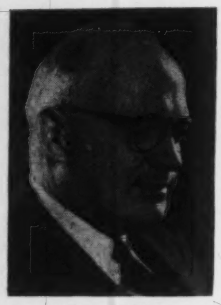
The unique character of the Charlotte market is found in a ring of satellite cities, none competitive to Charlotte in size, each dependent on Charlotte for metropolitan services they cannot themselves provide.

Speak to these area-Charlotteans with the 50,000 Watt voice they understand and trust from 34 years experience . . . WBT Radio. Talk with WBT, Charlotte, or CBS Radio Spot Sales about availabilities *TODAY!*

WBT Radio

Don Belding to Run For Mayor of L. A.

DON BELDING, director and chairman of the executive committee of Foote, Cone & Belding, Los Angeles, announced last week he will be a candidate for mayor of Los Angeles in the municipal elections next spring and will liquidate his stock interest and resign from active management of the agency Jan. 23, 1957.



MR. BELDING

Mr. Belding made his political future known on the eve of a business trip to South America and just a few days after the incumbent Mayor Norris Poulson announced he will not seek re-election. Mr. Belding made his decision following the urging of friends in the Greater Los Angeles area who asked him to forestall his retirement plans and seek the highest city post. He presently is vice president of the Los Angeles Airport Commission.

The widely known agency pioneer announced he will open his campaign in November after his return from South America and visits to affiliated FC&B offices in seven countries there. Several friends are reported to be forming a campaign committee.

Mr. Belding has worked in Los Angeles for 33 years and in addition to his broad experience with FC&B and its predecessor, Lord & Thomas, he has been active in both national and local civic affairs. Under President Truman and Secretary of Commerce Sawyer, he was a one-term chairman of the Small Business Advisory Committee of the Commerce Dept. Last year, President Eisenhower named him to the National Monument Commission and he now serves as vice chairman.

Mr. Belding is a founder and former director of the Advertising Council and is a founder and present chairman of the board of the Freedoms Foundation at Valley Forge. He also has served as chairman of the advertising industry's Joint Committee for Improvement of Understanding of our Economic System and founder and trustee of the Council for Advancement of Secondary Education.

The FC&B executive is a member of the public relations committee of the National Conference of Christians & Jews and is past director of both the Los Angeles Chamber of Commerce and the Merchants and Manufacturers Assn. Currently, he also serves as civilian aide to the Secretary of the Army and is vice president of the Defense Orientation Conference Assn.

SSC&B Gets 3 Block Accounts

BLOCK DRUG Co., Jersey City, N. J., last week appointed Sullivan, Stauffer, Colwell & Bayles, New York, as its agency for Nytol sleeping powder, Green Mint mouthwash and Py-Co-Pay toothbrushes. SSC&B had been mentioned as the likeliest candidate—out of a handful of agencies—to receive the bulk of the Block account following its departure from Harry B. Cohen Adv., New York [CLOSED CIRCUIT, Aug. 27]. Only one of the Block products handled by Cohen—Amm-I-Dent toothpaste—is as yet unassigned to a new agency. An agency spokesman said no decision on Amm-I-Dent had yet been reached. Account switch is effective Oct. 1.

COFFEE IN WASHINGTON TELEVISION

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL INDEX (NETWORK)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Sanka Instant (Young & Rubicam)	2	1	4	82
2.	Maxwell House (Benton & Bowles)	3	2	4⅓	71
	Instant	(2)	(2)	(3)	49
	Regular	(1)	(1)	(1⅓)	22
3.	Nescafe (Bryan Houston)	1	1	4	66
4.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	1⅓	23
5.	Chase & Sanborn Instant (Compton)	1	1	2	15

WASHINGTON INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	3	3	31⅓	307
	Instant	(2)	(3)	(30)	294
	Regular	(1)	(1)	(1⅓)	13
2.	Luzianne (Walker Saussy)	—	3	17	57
3.	Sanka Instant (Young & Rubicam)	2	1	4	53
4.	Nescafe (Bryan Houston)	1	1	4	28
5.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	1⅓	25
6.	Slim Magic	—	1	6	13
7.	Gill's Hotel Special (Lindsey & Co.)	—	1	3	9
8.	Chase and Sanborn Instant (Compton)	1	1	2	5

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending July 28, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Lady Esther to Use Spots

SPOT broadcasting, primarily tv, will be utilized by Lady Esther Div. of Chemway Corp. in 21 major markets, probably starting sometime in October, it was reported last week. The firm's agency, Dancer-Fitzgerald-Sample, is currently screening availabilities for spots to promote Lady Esther's press powder compact and comb offer announced previously [B•T, Sept. 10]. Media plans are expected to be finalized in the next two weeks.

Gardner Rejoins Thompson Co.

ED GARDNER, creator and star of the *Duffy's Tavern* series of radio and television, has joined J. Walter Thompson Co., New York, as a creative member of the television department on such programs as *Kraft Television Theatre*. Before launching the *Tavern* series and taking on the role of Archie, the bartender, Mr. Gardner was a producer-director with the Thompson agency on radio's *Burns and Allen Show* and the *Rudy Vallee Hour*.

In Appreciation of Dr. Frank Stanton's 10 Years As President of CBS

For his leadership, his fine business judgment, his confidence in CBS Radio—cornerstones on which our Association has been built and prospered.

*

For his genius, courage, integrity, capacity for work and unselfish devotion to duty which have earned the respect and admiration of his fellow man and the whole Broadcasting industry.

*

For the sure logic and courage of his answers when responding to major industry problems.

*

For the application of his early training in establishing realism in Radio research.

*

For his keen intellect in continuously proposing and vigorously supporting innovations and changes for the betterment of Broadcasting.

*

For making the phrase "Public Interest, Convenience and Necessity" the ruling tenet of his business life.

Now be it resolved that the CBS Radio Affiliates, at their annual Association meeting, express their affectionate esteem to Dr. Frank Stanton for his many great contributions and continuing confidence in CBS Radio in particular, and the great art of Broadcasting in general.

CBS Radio Affiliates Association

September 10, 1956

WHIO, DAYTON,
now completing its 20th year as a CBS Radio Affiliate, is proud to participate in this tribute to a former Daytonian.

Hutchins Loses Part Of Philco Account

THE Philco Corp. and Hutchins Adv., both Philadelphia, will terminate a 21-year association Jan. 1—at least partly. At that time, Philco will transfer its consumer products division (radios, tv sets, air conditioners, electric blankets, washers and dryers and refrigerator-freezers) to an agency "to be announced shortly."

The loss of the consumer products division, accounting for "at least" an estimated $10 million billing, will leave Hutchins servicing the Philco national telephone directory program, service division and government and industrial division accounts, handled through the agency's Rochester, N. Y., office. Hutchins Adv. Co. of Canada Ltd. in Toronto will continue to service all Philco advertising for the dominion.

Philco officials would not comment on the shift. It was understood that several large agencies in New York—among them Ruthrauff & Ryan—had been vying for the account.

Philco Corp. has been an active broadcast media user so far as "big shows" are concerned this past year. It sponsored radio-tv convention coverage on ABC for about $4 million (also see Buick story, this page) and a week ago Sunday—as it has done for the past few years—sponsored the "Miss America" pageant from Atlantic City, also on ABC-TV. It bowed out of regular network tv last year, when it dropped *Playhouse* on NBC-TV.

FC&B Detroit Office Opens Sept. 26-27 for Ford Div.

OFFICIAL OPENING of its Detroit office, set up to service the Ford Motor Co. Special Products Div. account, has been scheduled by Foote, Cone & Belding for Sept. 26-27, the agency announced last Wednesday. When fully-staffed, the office is expected to operate with 60-65 people.

Vice President Charles Wilson will head the new office with Clyde Rapp, also a vice president, as associate manager. Robert F. Hussey, vice president, will transfer from FC&B's Chicago office to Detroit as media account executive on the new Ford division.

First day of the official opening will be devoted to station representatives and the press with the second day for Ford executives and personnel. The office is located in Detroit's National Bank Bldg. and will formulate plans for the introduction of the division's new automobile in the fall of 1957.

Spot Radio, Tv to Publicize National Automobile Show

ADVERTISING campaign using spot radio, spot television as well as other media is being planned by the Automobile Manufacturers Assn. in support of the first industry-wide National Automobile Show in 16 years being held in New York's Coliseum Dec. 8-16.

William H. McGaughey, American Motors vice president and chairman of the association's show committee, told a news conference last week that AMA has appropriated $100,000 for the campaign. Through Cunningham & Walsh, New York, which will handle advertising, publicity and exploitation for the event, AMA will advertise the show from Dec. 2 through 16, using about 100 television and 500 spot radio announcements featuring the jingle, "Let's Go to the Auto Show." Above and beyond this, all car manufacturers plan to promote the show on their regularly-scheduled radio and tv programs and many will allocate special funds for separate radio-tv promotions, according to Mr. McGaughey.

Passenger car manufacturers in the show will be American Motors, Chrysler, General Motors, Studebaker-Packard and Ford, marking the first time that Ford has participated in an all-industry show, according to Mr. McGaughey. Eleven makers of commercial vehicles will be represented in the show—Chevrolet, Diamond T, Dodge, Ford, General Motors, International Harvester, Mack, Reo, Studebaker, White and Willys. A highlight of the event will be a 30-minute stage presentation to be produced by Arthur Knorr, who produced the recent television "Salute to Eisenhower", and to be written by Goodman Ace, radio-tv writer.

Toni Fall Radio-Tv Plans Heavy on Network Programs

LINEUP of 1956-57 radio-tv properties for Toni Co., heavy broadcast advertiser, was taking shape last week with the approach of the network fall season. With its new network purchases all set, it seemed certain that Toni will definitely drop alternate-week sponsorship of CBS-TV's *Godfrey and Friends* while retaining its every-other-week place on *Talent Scouts*.

Toni is set for alternate sponsorship of the new Walter Winchell show (with P. Lorillard's Old Golds) on NBC-TV (Friday, 8:30-9 p.m. EDT) starting Oct. 5 and a new situation comedy, *Stanley* (with American Tobacco's Pall Mall), on NBC-TV (three Mondays out of four, 8:30- 9 p.m. EDT), beginning Sept. 24.

Toni also resumed alternating-sponsorship (with R. J. Reynolds' Salem cigarettes) of Art Linkletter's *People Are Funny* on NBC-TV (Sat., 7:30-8 p.m. EDT), beginning this past weekend.

Bobbi Pin Curl permanent and Pamper shampoo will be promoted on *Stanley*, with business placed by Tatham-Laird Inc., Chicago. North Adv. Inc. is the agency for products to be featured on the Winchell and Linkletter programs.

Firm will continue its participations in CBS-TV's Garry Moore and Bob Crosby shows and its daytime CBS Radio schedule *(Nora Drake, Helen Trent)*.

Historical Foundation

A TV SPONSOR has come up with a program that is unusually well-suited for its sales plans. The sponsor is Warner Bros. Co. (women's foundations) of Bridgeport, Conn., for which NBC-TV last week announced the format of Warner's four *Be a Famous Figure* musical afternoon colorcasts, the first of which will be on the network Sept. 22, 1-2 p.m. EDT. The program, placed through C. J. LaRoche & Co., New York, features Broadway singers Bill ("South Pacific") Tabbert and Doretta ("The King and I") Morrow, and narrator Jinx Falkenburg McCrary. It concerns a young fashion illustrator (Tabbert) in search of the "perfectly proportioned" female to use as a model. Miss Morrow will play various of these women—all from the pages of history: Napoleon's Josephine, Flo Ziegfeld's "girl," and Mata Hari, among others.

ABC-TV Lines Up 3 Sponsors For New 'Circus' Program

AMERICAN Metal Specialties Corp. (Amsco Toys), Hatboro, Pa.; Remco Toys, Newark, and Hartz-Mountain Products, New York, are slated to be among the first advertisers to buy participations in ABC-TV's new hour-long *Circus* program starring ventriloquist Paul Winchell and Jerry Mahoney and including variety acts from the U. S. and abroad. The Martin Stone package, successor to last season's *Super Circus*, in which Hartz-Mountain was also a participating sponsor, goes on the air Thursday, Oct. 4, 8-9 p.m. EDT.

In announcing the debut of *Circus*, ABC-TV programming and talent vice president Robert Lewine said "the demise of Ringling Bros. (Ringling Bros., Barnum & Bailey circus) suggested to ABC the need for continuing the colorful American institution."

Agencies are Lavenson Bureau of Adv., Philadelphia (Amsco); Webb Adv., (Remco) and George H. Hartman Co., Chicago (Hartz-Mountain).

ABC Election Package Picked Up by Buick

SIGNING of the Buick Motor Div., General Motors Corp., as sponsor of ABC's election night radio-tv coverage was announced last week by E. T. Ragsdale, vice president of General Motors and general manager of the Buick Div.; Slocum Chapin, vice president in charge of ABC-TV network sales and Don Durgin, vice president in charge of ABC Radio. It is understood that Buick will pay in the neighborhood of $250,000 for the coverage.

The sponsorship by Buick follows Philco Corp.'s relinquishment of its option for election night coverage. Philco originally signed for a reported $4.3 million for ABC's political package but decided not to exercise its option for election night coverage.

ABC's election night coverage will begin at 8:30 p.m. EST and continue until presidential and other key races are decided.

P&T Dye Promotion Begins; Network, Spot Radio Used

RADIO—network and spot—will figure prominently in Park & Tilford Distillers' fall campaign for its All-Fabric Tintex home dyes. Starting today (Monday), P&T will kick off a network sponsorship drive via ABC Radio, placing its announcements on *When a Girl Marries* and *Whispering Streets*, both across-the-board daytime serials. Tintex used these same shows last spring.

P&T's agency, Emil Mogul Co., New York, will supplement network coverage (330 ABC Radio affiliates) with a flexible radio spot drive —also starting today—in approximately 100 markets for 9 to 13 weeks, depending on the area. All announcements on the spot campaign —for the most part placed on women's participation programs—will be live, except for a recorded jingle on the theme of "if you can wash it, you can dye it." According to Mogul, radio will take the bulk of the fall budget and the remainder will go towards home economics and retail trade publications.

Agencies Merge Operations

RALPH H. JONES CO., Cincinnati and New York, and Mumm, Mullay & Nichols, Columbus, Ohio, and New York, have consolidated their staff operations. The agencies, however, will operate as separate corporate entities.

DUMONT BROADCASTING CORPORATION

owner and
operator of
television stations

WABD

CHANNEL 5 NEW YORK

WTTG

CHANNEL 5 WASHINGTON

takes pleasure in announcing the immediate appointment of

WEED TELEVISION CORPORATION

New York
Boston
Chicago
Detroit
Atlanta
Des Moines
Hollywood
San Francisco

AS EXCLUSIVE NATIONAL REPRESENTATIVE

NETWORK NEW BUSINESS

Reynolds Metals Co., Richmond, Va., will sponsor the Little Brown Jug harness race from the Fair Grounds, Delaware, Ohio, on CBS Radio this Thursday (6:30-6:45 p.m. EDT). Agency: Buchanan & Co., N. Y.

NETWORK RENEWALS

Hills Bros. Coffee Inc. renews for 52 weeks half-sponsorship of *Frank Goss News* on 23 stations of Columbia Pacific Radio Network effective today (Monday). Schedule is on Monday-Wednesday-Friday, Tuesday-Thursday-Saturday alternating week basis. *Frank Goss News* is heard Monday through Saturday 5:45-5:55 p.m. (PDT). N. W. Ayer & Son, N. Y., is agency.

SPOT NEW BUSINESS

Star-Kist Foods Inc., L. A., returns to tv with 26-weeks campaign beginning this month, sponsoring programs in eight Pacific Coast markets. Account handled by Honig-Cooper Co., S. F.

Glamur Products (rug and upholstery cleaner), Syracuse, N. Y., buying radio spot campaign on approximately 35 stations in 15 markets starting Sept. 18. Campaign to run from six to eight weeks. Company also plans tv spots in nine markets starting Sept. 18. Rockmore Co., N. Y., is agency.

Sinclair Refining Co., N. Y., for its new Power-X gasoline with X-Chemical, has brought approximately 125 tv spots in 40 markets to supplement its regular tv schedule. Campaign started last week, will run until end of year. Morey, Humm & Warwick, N. Y., is agency.

A&A SHORTS

Clark & Bobertz Inc., Detroit, elected member of American Assn. of Advertising Agencies.

Tempo Inc., Chicago agency, has changed named to Wentzel, Wainwright, Poister & Poore Inc. Name change marks new emphasis on media in addition to sales promotion and creative services offered in past.

The Edwards Agency Inc., L. A., moved to its own building at 915 N. La Cienega Blvd.

Miller, MacKay, Hoeck & Hartung, Seattle, announces affiliation with **Jon M. Ross Adv. Agency,** Hollywood, effective this month.

The Radow Adv. Agency, Columbus, Ohio, moved to larger quarters at 494 City Park Ave.

AGENCY APPOINTMENTS

Frank H. Lee Co. (Lee and Disney hats), Danbury, Conn., appointed Anderson & Cairns, N. Y., effective immediately. Media plans undetermined.

Making Most of It

GILLETTE Safety Razor Co. last week announced plans for a record $2,740,000 campaign during this month and next for advertising and sales promotion in connection with the company's sponsorship of the World Series on NBC-TV in October. The appropriation is for newspaper advertisements and for cost of a premium, a condensation of the 320-page *The Official Encyclopedia of Baseball,* to be offered free to purchasers of Gillette's "Super Speed" razors. The premium offer also will be advertised on Gillette's regularly-scheduled *Cavalcade of Sports* (NBC-TV, Fridays, 10-10:45 P.M. EDT).

On Right Track

SOUTHERN PACIFIC RAILROAD may be leading the way for other trains to get on right track to save passenger traffic through saturation radio. Since a three-week radio test in June on one station each in San Francisco and Los Angeles using a jingle, SP has had 17% increase of traffic on daylight trains between the two cities. For nine previous years traffic has constantly decreased. Result: This week SP starts a bigger saturation radio drive through Nov. 25 using the same jingle on six stations in each of those two cities. Typical buy is KLAC Los Angeles with 1,000 spots. Agency is Foote, Cone & Belding, San Francisco.

Cannon Mills, N. Y., names N. W. Ayer & Son, N. Y., to handle advertising for Cannon sheets. Agency handles other Cannon products, also.

Helene Curtis de Mexico, appoints Kenyon & Eckhardt de Mexico, S. A., to handle its advertising, effective Jan. 1, 1957. K&E will handle the entire Helene Curtis line.

RATING SERVICE PEOPLE

William Nelson Shafer, Western Div. of American Research Bureau, appointed Pacific Coast manager.

A&A PEOPLE

Henry S. Jacobson, formerly with Ted Bates & Co. and Biow Co., to the Colgate-Palmolive Co. account group as vice president of Lennen & Newell, N. Y.

R. W. Ferguson, food advertising specialist and formerly vice president, Wherry, Baker & Tilden Inc., Chicago agency, named senior account executive on Carnation Instant Milk at Erwin, Wasey & Co., L. A. **William R. Muller Jr.,** section salesman, L. A. office of Procter & Gamble Distributing Co., to sales promotion department of Erwin, Wasey, L. A.

MR. FERGUSON

Albert James Weinrich, with BBDO in various capacities since 1941 and with BBDO's Detroit office for past four years, named vice president of that office.

Edward G. Chase, with Fred Gardner Co., N. Y., for the past year, appointed vice president of agency.

Marvin Young, west coast representative, Ogilvy, Benson & Mather, Hollywood, teaching tv writing classes for U. of California Extension Div. at Hollywood Women's Club. He has been conducting class for several years.

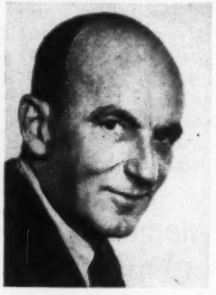
Ruth Farrell to Paris & Peart Inc., N. Y., as associate copy director.

Robert Franke, assistant account executive, and **George Saranac,** copywriter, Hicks & Greist Inc., N. Y., promoted to account executives.

William Gay, recently research associate at Facts Consolidated, L. A., to McCann-Erickson, that city, as production director, with supervision of script and production on Chrysler Corp. CBS-TV *Climax* and other agency shows. **Joyce Cook,** current production director at agency, resigns to leave advertising field.

Mary M. Hunter, radio-tv copywriter, Erwin, Wasey & Co., N. Y., to radio-tv copy staff, N. W. Ayer & Son, N. Y., **Mildred A. Kosick,** assistant production manager in Ayer's New York public relations department, assigned to DeBeers diamond account. Transferred from Ayer's Philadelphia copy staff to Detroit office: **W. Mason Ancker** and **William T. Lowe.**

Graeme (Sandy) Macleod, member of the plans board and account supervisor, Lawrence C. Gumbinner Adv., N. Y., elected a vice president of the agency. Mr. Macleod formerly was with Biow Co. and Benton & Bowles before joining Gumbinner in 1954.



MR. MACLEOD

Donald J. Wilkins, head of Ruthrauff & Ryan, Washington, appointed vice president of agency.

Dick Bruce, formerly of WLW Cincinnatti, appointed vice president of O. W. Joslyn Adv. Agency, New Orleans. **Steve Perkins,** former *New Orleans Item* staffer, and **Bill Mortenson** to Joslyn as account executives.

Rosann Gordon, recently with Street & Finney Adv., N. Y., to T. A. A. Inc., N. Y., as radio and tv timebuyer.

Timothy J. Stone, account executive with C. J. LaRoche Co., N. Y., to Benton & Bowles, N. Y., as account executive.

David E. Fulmer, tv creative department, Guild, Bascom & Bonfigli Inc., San Francisco, named program director and head of agency's Hollywood tv staff. **Charlotte Morris,** tv commercial producer in agency's N. Y. office, transferred to Hollywood.

Howard Webb, previously with Grey Adv., named media director, Ralph Allum Co., N. Y., agency.

David F. Johnstone, food and household product advertising specialist, named head of copy department, Charles F. Hutchinson Inc., new Boston agency.

Carter B. Cordner, copy executive, Compton Adv., N. Y., to Geyer Adv., N. Y., as copy group head.

James E. Garabrant, formerly with The Biow Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as executive in production department.

Richard E. Hodges Jr., staff member with Liller, Neal & Battle, Atlanta agency, for six years, appointed public relations director.

Patricia McDowell, formerly assistant advertising manager, Capehart-Farnsworth Co., to Bonsib Inc., Fort Wayne, Ind., agency, as copywriter.

Sally Fly, formerly with Elisa Daggs fashion coordination, Donald Deskey Assoc. and Young & Rubicam, to William Esty Co. in publicity.

THE NEW NAME AT OUR HOUSE IS YOUR TICKET TO MORE SALES

The tag affixed to your luggage by the airline you travel assures its safe arrival. Your sales are an assured success when entrusted to Western New York's tried and proven sales medium WROC-TV.

Yes, the new name, WROC-TV—Rochester's MOST POWERFUL Station—serves 17 prime Western N. Y. counties with 2½ million people in 386,000 homes. WROC-TV produces sales results!

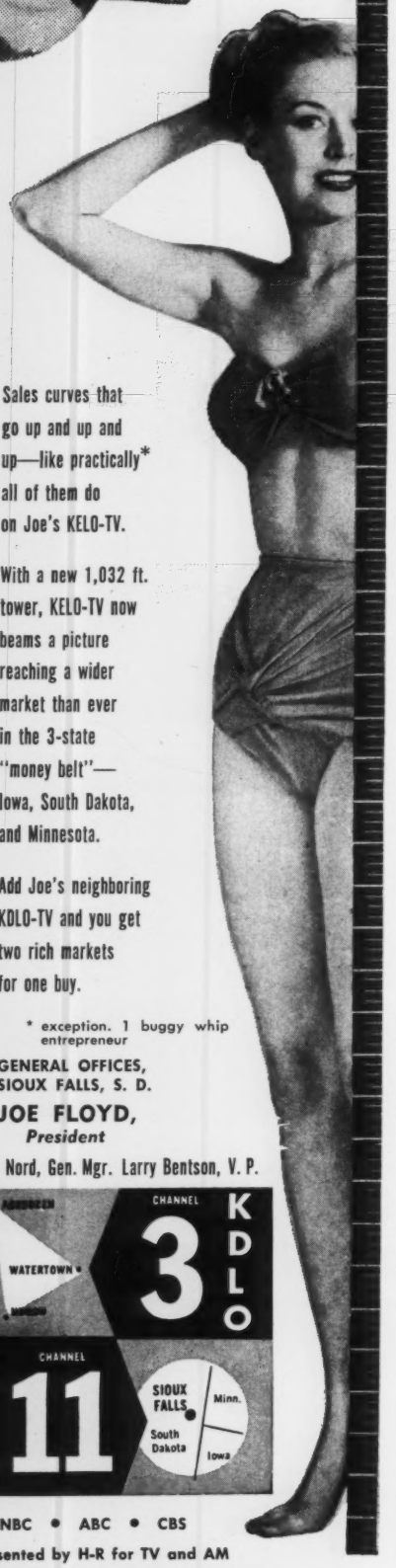
T T C

WROC-TV

(formerly WHAM-TV) Rochester 3, New York

A TRANSCONTINENT TELEVISION CORPORATION STATION

JOE FLOYD likes to measure sales curves, too!



Sales curves that go up and up and up—like practically* all of them do on Joe's KELO-TV.

With a new 1,032 ft. tower, KELO-TV now beams a picture reaching a wider market than ever in the 3-state "money belt"—Iowa, South Dakota, and Minnesota.

Add Joe's neighboring KDLO-TV and you get two rich markets for one buy.

* exception. 1 buggy whip entrepreneur

GENERAL OFFICES, SIOUX FALLS, S. D.

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC • ABC • CBS

represented by H-R for TV and AM

104 SIGN UP FOR NTA FILM NETWORK, DUE TO BEGIN OPERATIONS ON OCT. 15

President Ely Landau terms it the fourth tv network, says it will start with two hours programming each week, hopes to have 10 hours weekly by 1959-60.

THE FIRST tv film network, hailed by its founders as embodying "the network sales and programming concept of the future," moved out of the planning stage last week with an actual blueprint for operations, starting Oct. 15, on a lineup of 104 affiliated stations.

Confident that the film network foreshadows the business of tomorrow, Ely A. Landau, president of the newly organized NTA Film Network, disclosed that operations will begin with a two-hour network program each week of "super-spectacular" feature films and expand according to this tentative time-table: three and a half hours by early 1957 and 10 or more hours per week by 1959-60, supplemented by live telecasting of outstanding sports and other special events.

MR. LANDAU

Mr. Landau views his new project, which he calls "the nation's fourth tv network," as embodying a concept that must be followed by tv networks generally, if television is to flourish and take its "rightful place" in the economy of the nation. Mr. Landau points out he has no desire to replace current tv networks and understands that this "would be impossible," but believes the film network will broaden the base of the tv economy by attracting advertisers because of "its advantages of flexibility, non-interconnection and no 'must-buy' policy." He contends that network television, as now constituted, has impeded the growth of the medium and offers these observations:

- The coaxial cable is a "mighty expensive item" in networking, with CBS-TV on record as having spent $20 million in 1955 for this expenditure and ABC-TV about $6 million. This expense item ultimately is passed on to the advertiser and has "discouraged" many sponsors from using network tv and has restricted usage by advertisers presently in the medium.
- Network practice of specifying "must buy" basic lists of stations (often running more than 50) is "uneconomical" for the advertiser, who has no distribution in certain "must-buy" markets and consequently "turns him away" from the medium on numerous occasions.
- The need for "powerhouse" network programming is not being met in the markets that have four or more stations, and even stations that currently have network affiliations are "insecure" in that they do not know when they may lose that affiliation. Several stations have had to discontinue business or operate with reduced revenues when their networks switched affiliations.

In view of these "network limitations," according to Mr. Landau, the NTA Film Network can "fill an urgent need" of television stations throughout the country for "an additional major source of quality programming and national advertising income." The film network, he claims, "provides an additional marketplace where national advertisers can buy nation-wide coverage of American television homes in a single, competitively-priced transaction, combining market flexibility with the convenience and prestige of a national network."

The NTA Film Network of 104 stations "probably" will be expanded to more than 130 stations by the time of the beginning of operations, Mr. Landau believes. As presently constituted, he said, the network will reach about 31 million television homes of the country's total 48.6 million families. The families covered by the NTA Film Network, according to Mr. Landau, have an effective buying income of about $213 billion, or 80% of the country's total potential.

Mr. Landau claims that the film network will offer these advantages:

- Advertisers will be guaranteed time clearances and programming and the "advantages in timebuying flexibility without the burden of 'must buys' now prevalent in the industry."
- Stations will be offered "power-house" programming, consisting initially of "super-spectacular" feature films never before shown on tv, to vie for larger audiences.
- Advertisers will achieve a lower cost-per-thousand through large audiences gained from "top-level" programming, though their expenditures for time will adhere to published rates.
- Stations will gain more revenue than under the conventional network arrangement, largely because the lack of the coaxial cable will pare down overhead.
- Stations will acquire more programming "leverage": In the event they lose their conventional network affiliation, they still can rely on NTA's "power-house" programming. Notwithstanding, they have acquired another major programming source to bolster their regular network offerings.

The NTA Film Network has signed two types of two-year contracts with its affiliates, running for 39 weeks a year. In 40 smaller markets, the network has supplied the station with a library of 800 hours in return for which the station makes available two hours of time to the network. These stations receive no additional compensation. In the 64 other markets, the stations offer the two hours of time to the network, which programs and sells this time

THEY'RE CHECKING VIDEO EVERYWHERE

WITH THE FAMOUS TELECHROME INCORPORATED

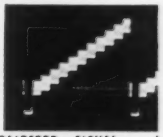
Model 1003-B

PORTABLE VIDEO TRANSMISSION TEST SIGNAL GENERATOR

★ Completely self contained ★ Portable ★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep ★ White window ★ Composite sync ★ Regulated power supply.

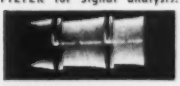
MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.

WHITE WINDOW LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

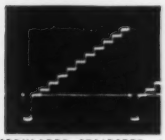


STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

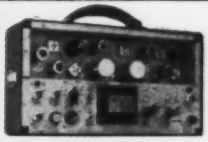
Model 608-A HI-LO CROSS FILTER for Signal analysis.



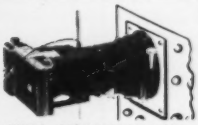
MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



1004-A VIDEO TRANSMISSION TEST SIGNAL RECEIVER for precise differential phase and gain measurements. Companion for use with 1003-B.



1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

TELECHROME INCORPORATED

DELIVERY 30 DAYS

Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

and compensates the stations out of sales revenues.

The 104 stations generally have cleared for the network two hours on Friday, Saturday and Sunday evening, ranging between the hours of 9:30 and midnight. In the markets where the network has not arranged the library transaction, the contract provides for a 60-40 gross split of the affiliate's rate card, with the network receiving the larger share. The station's regular rate card for the time period prevails for advertisers. If the network does not sell a program in a particular market, the station may sell it locally with the same split prevailing, but NTA may "pre-empt" the program on 30-days notice.

It is Mr. Landau's contention that the NTA Film Network's affiliates will "get a better shake" from his arrangement than under conventional network procedure. His explanation is that although networks provide approximately a 70-30 division, the station gains only 22% net after provision is made for the first 30-hour concession to the networks; for the cost of coaxial cable and the agency commission. NTA film affiliates gain 30% net, after provision is made for both agency and station representatives' commissions on gross revenues. Mr. Landau points out that the station representative also stands to gain under his network policy.

Mr. Landau regards his formula for advertisers as "realistic," observing there is no "must-buy" station list. He calls his minimum requirement "an economic dollar buy." Mr. Landau explains it this way: He places a certain value on his programming and time to an advertiser, or groups of advertisers. For "X" numbers of dollars, the advertiser can purchase time on a certain number of stations, reaching the minimum total of the rate cards of the stations he requires. Mr. Landau stresses that advertisers can select the markets conforming with their distribution patterns. He has set no limit on the number of national advertisers to participate in sponsorship of the initial network program on Oct. 15. The network presently is devising a volume discount system for advertisers.

Coincident with the announcement of the launching of the film network, the company last week kicked off an advertising-merchandising-promotion campaign that is expected to cost about $400,000 in the next few months. Newspaper advertisements in major cities heralded the advent as "the fourth dimension network." Shortly the project will be promoted in business, trade and consumer publications.

The concept of a non-interconnected film network has been a pet project of Mr. Landau for more than four years. He outlined plans for the network in hearings before the Senate Interstate & Foreign Commerce Committee in June [B•T, June 28]. Since that time, Mr. Landau and other officials of the network's parent company, National Telefilm Assoc., have been occupied in lining up affiliates, obtaining film programming and working out other details of the venture.

Though reticent about pinpointing programming plans, Mr. Landau intends to inaugurate the network with "top-notch" feature films that he is obtaining from independent producers. After the first of the year, he plans to offer what he calls a 90-minute "spectacular" aimed at children, which he will program on Saturday or Sunday morning. He is confident that from this modest beginning, the network will "catch fire," and envisions 10 or more hours of film programming per week by 1959-60.

Other officers of the NTA Film Network, who have assumed new posts in addition to those with the parent company, are: Oliver A. Unger, executive vice president, and Harold Goldman and Edythe Rein, vice presidents. Miss Rein also has been named secretary of the network. Operating head of the film network is Raymond E. Nelson, vice president and general manager.

Home office for the network is New York. Regional offices are located in Los Angeles, Boston, Minneapolis, Chicago and Memphis.

Affiliates of the film network signed through last Thursday are:

KTEN (TV) Ada, Okla.; WOI-TV Ames-Des Moines, Iowa; KTVA (TV) Anchorage, Alaska; WLOS-TV Asheville, N. C.; KMMT (TV) Austin, Minn.; WMAR-TV Baltimore; KERO-TV Bakersfield, Calif.; WABI-TV Bangor, Me.; WNEM-TV Bay City-Saginaw, Mich.; WBRC-TV Birmingham, Ala.; KBMB-TV Bismarck, N. D.; KAVE-TV Carlsbad, N. M.; WUSN-TV Charleston, S. C.; WCHS-TV Charleston, W. Va.; WDEF-TV Chattanooga, Tenn.; WGN-TV Chicago; WKRC-TV Cincinnati; WDAK-TV Columbus, Ga.; WCBI-TV Columbus, Miss.; WTVN-TV Columbus, Ohio; KFJZ-TV Dallas-Ft. Worth; WMSL-TV Decatur, Ill.; WTVP (TV) Decatur, Ill.; KTVR (TV) Denver; CKLW-TV Detroit; WTVY (TV) Dothan, Ala.; KDAL-TV Duluth, Minn.-Superior, Wis.; WTVD (TV) Durham-Raleigh, N. C.

WSJV-TV Elkhart, Ind.; WGLV (TV) Easton, Pa.; WEAU-TV Eau Claire, Wis.; KROD-TV El Paso, Tex.; KGEO-TV Enid-Oklahoma City, Okla.; KTVF (TV) Fairbanks, Alaska; KXJB-TV Fargo-Valley City, N. D.; WBAY-TV Green Bay-Marinette, Wis.; WCMB-TV Harrisburg, Pa.; WDAM-TV Hattiesburg, Miss.; KLRJ-TV Henderson-Las Vegas, Nev.; KTRK-TV Houston; WFBM-TV Indianapolis; WLBT (TV) Jackson, Miss.; KRCG (TV) Jefferson City, Mo.; WARD-TV Johnstown, Pa.; KINY-TV Juneau, Alaska; KMBC-TV Kansas City, Mo.; KHOL-TV Kearney, Neb.; WBIR-TV Knoxville, Tenn.; WFAM-TV Lafayette, Ind.; KLFY-TV Lafayette, La.; KATV-TV Little Rock-Pine Bluff, Ark.; KTTV (TV) Los Angeles; KDUB-TV Lubbock, Tex.

WISC-TV Madison, Wis.; WITI-TV Milwaukee; WTCN-TV Minneapolis; KCJB-TV Minot, N. D.; WALA-TV Mobile, Ala.; KNOE-TV Monroe, La.; WCOV-TV Montgomery, Ala.; WSIX-TV Nashville; WPIX (TV) New York; WVEC-TV Norfolk; WOAY-TV Oak Hill-Huntington, W. Va.; WTVH (TV) Peoria, Ill.; KPHO-TV Phoenix, Ariz.; KLOR (TV) Portland, Ore.; WJAR-TV Providence, R. I.; WTVR (TV) Richmond, Va.; WDBJ-TV Roanoke, Va.; WREX-TV Rockford, Ill.; WHBF-TV Rock Island, Ill.; KSL-TV Salt Lake City; KTXL-TV San Angelo, Tex.; KENS-TV San Antonio, Tex.; XETV (TV) San Diego; WSAV-TV Savannah, Ga.; KTNT-TV Seattle-Tacoma; KTIV (TV) Sioux City, Iowa; WHYN-TV Springfield, Mass.; KFEQ-TV St. Joseph, Mo.

WSTV-TV Steubenville, Ohio; KPAR-TV Sweetwater, Tex.; KVOA-TV Tucson, Ariz.; KOTV-TV Tulsa; WMAL-TV Washington, D. C.; WATR (TV) Waterbury, Conn.; KWWL-TV Waterloo-Cedar Rapids, Iowa; WINT (TV) Waterloo-Ft. Wayne, Ind.; WCNY-TV Watertown, N. Y.; KTVH (TV) Witchita-Hutchinson, Kan.; KSYD-TV Wichita Falls, Tex.; WILK-TV Wilkes-Barre, Pa.; WNOW-TV York, Pa.; WFMJ-TV Youngstown, Ohio.

Final contracts are pending in nine markets. They are: Albany, Atlanta, Cleveland, Miami, New Haven, Philadelphia, San Francisco, St. Louis and St. Petersburg-Tampa.

NEGOTIATIONS have been completed for purchase by WBKB (TV) Chicago of three-year "exclusive in Chicago" rights to 60% of 742 RKO-Radio feature films from C & C Television Corp., with option for the rest of the properties. Signing the contract is Sterling C. Quinlan, ABC vice president in charge of WBKB, in presence of Ralph Andrews (l), WBKB film director, and Skip Steloff, C & C account executive. The deal is one of several currently being consummated by C & C involving spot announcements for International Latex in films-for-time trade [B•T, July 30].

Four Star Files Suit On 'Cavalcade' Films

FOUR STAR FILMS Inc., Hollywood, filed suit in Santa Monica (Calif.) Superior Court last week to prohibit Don Sharpe and Warren Lewis Productions from filming the ABC-TV *Du Pont Cavalcade Theatre* programs and to request that all profits from the series be returned to Four Star. Additional damages totaling $500,000 are sought.

The action was taken because of the recent announcement that Sharpe-Lewis Productions has been retained to make 16 new *Cavalcade Theatre* films, Four Star said.

The suit also names Don Sharpe and Warren Lewis individually. Mr. Sharpe formerly was president of Four Star Films and Mr. Lewis was producer for the plaintiff. Both are Four Star stockholders.

Four Star contends that Mr. Sharpe, while employed by the plaintiff as the salaried sales agent and executive producer for the *Du Pont Cavalcade Theatre* and as a member of the board of directors of Four Star Films, "violated his obligations of faithfulness, trust and confidence to Four Star and that Sharpe and Lewis secretly conspired and agreed to seize for themselves a corporate business opportunity belonging to Four Star Films Inc."

The suit asks that all profits in connection with the filming of *Cavalcade Theatre* by the defendants be transferred to the plaintiff. The third cause of action asks for $250,000 general damages for breach of fiduciary obligations, plus $250,000 punitive damages.

Attorney for Four Star Films is Harry L. Gershon of the law office of Cruikshank & Gershon. Stockholders in Four Star Films are Dick Powell, Charles Boyer, David Niven, Messers. Sharpe and Lewis and President William Cruikshank.

Sharpe-Lewis Productions gave the following brief comment to B•T:

"John Sharpe and Warren Lewis have not been served with any papers in connection with any legal action by Four Star Films Inc." When called upon to comment on the action as reported to them, they stated that they violated no obligation, legal or moral, to Four Star Films in connection with *Cavalcade* and that

2 heads are better than 1

ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

TOP RATINGS

- 55% Share-of-Audience in Metropolitan Portland.
- 84% More Audience than Station B.
- 151% More Audience than Station C.
- 86% Preference at 45-Mile Radius.

Sources: June 1956 Portland ARB
1956 Salem ARB

HIGHEST TOWER

MAXIMUM POWER

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Source: May 10, 1956, Sales Management "Survey of Buying Power"

KOIN-TV

Channel 6 — Portland, Oregon

THE **BIG** MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

on the contrary their dealing with *Cavalcade* was with the prior consent of the president of Four Star Films.

They said that a complete and specific answer will be made to all allegations made by Four Star in the legal action when the legal papers are served on them.

FILM EXECUTIVES TO SEE ELECTRONICAM DISPLAY

DuMont film system will be unveiled at Paramount Sunset Studios Oct. 1. Showing will kick off week-long series of demonstrations for film production crafts and guilds.

HOLLYWOOD will see Electronicam in action for the first time when the DuMont Electronicam film system is unveiled for a demonstration showing at the Paramount Sunset Studios, Oct. 1, Ralph B. Austrian, western manager of the Allen B. DuMont Laboratories, announced Friday. The improved Electronicam system was shown in New York a fortnight ago [B•T, Sept. 3].

The Oct. 1 demonstration of how Electronicam can save time and money in film production will be held for bankers and heads of financial institutions in the Los Angeles area who are interested in and connected with film production financing. Also attending will be major studio executives, members of the Screen Producers Guild, Society of Independent Motion Picture Producers, business managers of the various guilds associated with film production and members of the motion picture and financial press.

This premiere demonstration will launch a week-long series of demonstrations for members of crafts and guilds engaged in motion picture and tv film production, Mr. Austrian said. Invitations are going out this week to an industry-wide list, which will include, in addition to the already mentioned groups, the Screen Directors Guild, the American Society of Cinematographers, the Motion Picture Research Council, Alliance of Tv Film Producers, Screen Actors Guild, Unit Production Managers and the International Alliance of Theatrical Stage Employees. All of these organizations, Mr. Austrian said, are cooperating with DuMont in the demonstration.

General Manager Stanton Osgood of the Paramount Sunset Studios has set aside the 12,000 square ft. Stage 4 at the Sunset Blvd. plant for the demonstrations.

The week-long series was necessary, Mr. Austrian pointed out, since the invitational list of financiers, studio heads, producers and production personnel totaled some 2,500 and the seating area on the demonstration stage will accommodate a limited number of 300 at one time.

The DuMont mobile unit, which is now enroute to Hollywood for the demonstrations, is the first of its type to be used in film production, DuMont claims. It consists of two streamlined, air conditioned vehicles, each with its special function, the larger, 32 ft. trailer houses and transports cables, stage and floor monitors and cameras. The second is an 18 ft. trailer, which may be rolled onto the stage and is the control room or "brain" of the unit and houses the viewing monitors, switching equipment and provides space for the director and other production personnel. One side has a 12 ft. window commanding a full view of the shooting set.

The DuMont Electronicam film system is described as a "team tool" designed to save time and production costs during filming and is said to fit readily into established Hollywood production patterns. It does not interfere with, but rather supplements, already tried and proven techniques used currently, DuMont contends.

The system is a closed circuit television (high definition) system integrated with a Mitchell 35 mm motion picture camera through a common optical system which eliminates troublesome parallax and which enables every member of the production crew, from producer, director, cameraman, and editor on down, to view the actual scenes being filmed on monitors as they are registered on the film in the cameras. It can function with one, two, three or more cameras, Mr. Austrian stated.

The demonstrations will be supervised by a corps of DuMont engineers and operating men who are accompanying the mobile unit to Hollywood, Mr. Austrian said. Many of the top DuMont executives from the main laboratories in Clifton, N. J., are expected to come to Hollywood for the demonstrations.

Color from Monochrome Film Produced at Cut Cost—Klein

COLOR prints from black-and-white motion picture negatives at a fraction of the original cost of production has been achieved by Animation Inc., Earl Klein, president of the Hollywood television commercial producing firm, announced Thursday.

Using a simplified process, Mr. Klein said it is no longer necessary to reshoot the commercial film in color. Instead, color conversions can be made directly from the original negatives at a cost of less than 1% of the original films.

"Increasing use of color television has brought an increased demand for color commercials," Mr. Klein said. "Clients are beginning to request conversion of old black-and-white commercials into color." Nationwide Insurance, through the Ben Sackheim agency, New York, was the first to take advantage of the color conversion process of Animation, he added.

Gross-Krasne Inc. Appoints Hill, Simel Vice Presidents

ED SIMEL AND ROBERT HILL have been named vice presidents of Gross-Krasne Inc., Hollywood, and join the re-activated syndicated film television sales organization immediately, it was announced Thursday by Jack Gross and Phil Krasne.

Mr. Simel, formerly associated with G-K when it operated United Television Productions, and later with MCA Tv Ltd., will cover the southern territory for G-K.

Mr. Hill, who formerly headed his own company engaging in the distribution of filmed and live tv programs, will operate in 11 western states.

This makes a total of five key sales representatives appointed by G-K to sell its *O. Henry Playhouse* syndicated tv series, the other three being Mel Schlank, vice president in charge of sales, Robert Braham, who heads the New York office, and Irving Feld, now headquartered in Chicago and covering the Middle West.

Guild Buys Lantz Cartoons

GUILD FILMS CO., New York, announced last week it has acquired the Walter Lantz cartoons for television distribution. The package, comprising a total of 179 shorts, will be offered as a library to stations for unlimited runs.

Warner News Bought By Studio Films Inc.

STUDIO FILMS INC., New York, last week reported the purchase of Warner News Inc. from Warner Bros. for $500,000, adding that a new organization will be formed called Pathe Pictures Inc. Warner News was the subsidiary that produced the recently-discontinued Warner Pathe Newsreel and a variety of short subjects.

In the transaction, the new company acquires the extensive Warner Pathe film library, consisting of more than 22 million feet of newsreel film and the cameras and installations of Warner News.

Benjamin Frye, executive vice president of Studio Films, which produces live and filmed programs and commercials, has been named president of Pathe Pictures. While the new company will not produce newsreels for theatres, Mr. Frye said, it will make use of the library for the production of tv documentaries and news subjects and for theatrical short subjects. It will continue production of the two-reel "News Magazine of the Screen."

Other officials of Pathe Pictures, which will begin formal operations today (Monday), will be Andrew Gold, production chief of Studio Films; Robert Youngson, production chief of the Warner "News Magazine of the Screen"; John Levien, formerly news editor and general manager of Warner News, and Dr. Laurence B. Tipton, education director of the "News Magazine of the Screen." These executives have been named vice presidents of Pathe Pictures.

Frank J. Shea Appointed By Roach to Post in East

FRANK J. SHEA has been named director of eastern operations of the Hal Roach Studios' commercial division, according to Sidney S. Van Keuren, vice president-general manager. Mr. Shea has been vice president in charge of sales, Pelican Films, New York, and previously director of tv and commercial film sales, John Sutherland Productions.

Mr. Van Keuren said the Roach division has enjoyed a 67% increase in business over last year, with the greatest increases in the Midwest and East. Mr. Shea will headquarter in New York, effective Sept. 19. He began his business career with New York brokerage firms. From 1940 to 1954, he was world sales director of Time Inc. motion pitcure and tv units.

'Earp' Sold in England

ABC-TV's *Life and Legend of Wyatt Earp* series, which started over the weekend, has been sold by ABC-Film Syndication as a series of 26 half-hour segments on Associated Tv Ltd. outlets in London and Birmingham, England. ABC-Film Syndication also has sold the show on CBC-TV Canada along with another ABC-TV property, *Adventures of Ozzie & Harriet.*

FILM SALES

Screen Gems Inc., has sold its *Hollywood Movie Parade* package of 104 Columbia Feature Films to 15 more stations, raising to 84 the total number of tv outlets that have signed for the package.

Ziv Television Programs' International Div. has sold *Science Fiction Theatre* and *Highway*

Where would you advertise . . .
. . . if you were a station manager?

This spring a research firm* asked 1,476 advertising executives in forty states, "In which of the following (7) publications would you advertise if you were a station manager?" 560 replied.

B•T——————— 49.1%

Pub. B ——— 27.7%

Pub. C—3%

*Erdos and Morgan; survey was "blind" with sponsorship undisclosed. Complete summary available upon request to *Broadcasting • Telecasting.* Write Executive Hq., B•T Bldg., 1735 DeSales St., N.W., Washington 6, D. C.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W.
Washington 6, D. C.

Patrol to the Broadcasting Corp. of Japan (NHK) for use on government-owned tv outlets in Tokyo and Osaka. Ziv claims sale marks the initial purchase of American tv films for use on the government-owned television outlets, which are non-commercial.

FILM DISTRIBUTION

Trans-Lux Television Corp., N. Y., last week announced it is offering for regional and local syndication a new series of 39 quarter-hour tv films, titled *Profile*. Each film dramatizes an historical event or an episode in a famous person's life. Titles include "Marco Polo's Travels," "Christopher Columbus," "The Civil War" and "Mahatma Gandhi."

FILM PEOPLE

Raymond L. Fuld, formerly with NBC-TV's network sales department, to M-G-M- TV Sales Dept. with headquarters at New York.

Bernard L. Johnston, formerly account executive with Louis Block Adv., Chicago, appointed to Chicago sales staff of CBS-TV Film Sales.

Arnold Bailey, formerly in sales department, Charles E. Skinner Productions, Hollywood, named sales manager of Universal Recorders there.

Ray Thursby, in charge of cost control at UPA Pictures Inc., Burbank, Calif., appointed Burbank studio production manager. **Rev Chaney,** assistant to Mr. Thursby, named assistant studio production manager.

George Seitz Jr., former writer-director for *Lone Ranger* tv film series, to Cascade Pictures, Hollywood tv and industrial film firm. **Fillmore Phipps** resigned from Cascade staff to join Douglas Aircraft as executive assistant to advertising director.

Kenneth J. Coleman, sales manager, Consolidated Film Industries Inc., N. Y., to assistant sales manager, Pathe Labs, processor of tv, industrial and motion picture film. He will supervise eastern sales.

Henry Gillespie appointed midwestern area manager of Screen Gems, not southeastern area manager as erroneously announced earlier by Screen Gems [B•T, Sept. 10].

Charles Van Bergen, assignment and foreign editor, Warner Pathe News, to Marathon Tv Newsreel, N. Y., as director of news and special events.

George Hirschfeld, motion picture and tv film commercials photographer with various Hollywood studios and tv producers, appointed director of photography for MPO Productions and MPO Television Films, N. Y.

Irvin Spence, veteran MGM animator, to Animation Inc., Hollywood tv film commercial producer.

Lloyd Hughes, production assistant, Cascade Pictures, Hollywood, promoted to associate producer.

Bill Goodwin, veteran radio-tv m.c. and currently announcer on NBC-TV's *It Pays to be Married*, signed by UPA Pictures Inc., Burbank, Calif., as narrator for firm's new CBS-TV series, *The Boing-Boing Show*, featuring cartoon character Gerald McBoing-Boing. **Marjorie Thomas,** west coast reporter, *Radio-Tv Daily*, and former B•T tv film editor, to UPA for special assignments and promotion work, with emphasis on *The Boing-Boing Show*.

Dick Joy signed by Desilu Productions, Hollywood, as announcer for syndicated series, *Sheriff of Cochise*, which stars John Bromfield.

McCONNAUGHEY SAYS HE WILL PROPOSE FIVE-YEAR LICENSE EXTENSION PLAN

FCC chairman, speaking at RTES luncheon in New York, surprises audience with first public disclosure that he is in favor of extending present three-year license stints. He also reveals that FCC is expected to review staff-digested comments on subscription tv within 30 to 60 days as next order of business to follow allocations study.

AN audience of about 500, including leaders of the radio-tv industry, was electrified Wednesday by FCC Chairman George C. McConnaughey's first public disclosure that he will propose formally that the term of broadcast licenses and renewals be extended from a three-year to a five-year maximum [CLOSED CIRCUIT, Sept. 10].

Mr. McConnaughey was the featured speaker at a Radio & Television Executives Society luncheon at New York's Hotel Roosevelt, marking the opening of the broadcast-advertising executive group's season.

Other highpoints of Chairman McConnaughey's major address and his meeting with newsmen that followed later:

• Revealed at the news session that FCC expected to review staff-digested comments on subscription tv within 30 to 60 days as the next order of business to follow the Commission's allocations study. FCC, he thought, would decide after reviewing comments if it would ask for hearings or perhaps "finalize a decision."

• Warned at the conference that FCC is "going to look more closely" into "sales, mergers and consolidations of broadcast facilities," explaining this policy in view of a rapid turnover in station facilities (at one point he characterized this development as possible trafficking in station licenses).

• Emphasized that the Commission has an "open mind" in its quest for a solution to uhf-vhf allocations problem, and reiterated the need for a crash research program—a united effort by FCC, Congress and industry in exploring the issue.

• On the eve of the Celler hearing in New York on radio-tv industry practices (see story, page xx), deplored "duplication" of Congressional committee probes, aiming his remarks particularly toward the Celler group.

The RTES luncheon, saluting FCC, was attended by all of the commissioners except T. A. M. Craven.

Aid to Local Financing

Mr. McConnaughey told newsmen that the two-year extension of station licenses should facilitate local financing since better bank terms could be obtained for the five-year period as compared with three years. He also noted that it would "encourage stability in both station operation and the industry as a whole." He reminded that FCC, regardless of the term a license is granted and/or renewed, always can revoke a station's license. He also said the increase in the licensing period would relieve some of the Commission staff's workload.

He said his proposal would be placed before the full Commission in the "near future" and certainly well in advance of the new Congressional session in January.

Questioned by newsmen on his remarks dealing with duplication in Congressional investigations of radio-tv industry practices, Chmn. McConnaughey emphasized he had no "objection" regarding the sincerity of the Celler committee. Asked to be more specific, he emphasized the "tremendous duplication" in the Celler group's investigatory schedule.

He said FCC's Barrow study group already is investigating the networks and had made progress, noting that it would have an interim report for Congress next January (to Senate Interstate & Foreign Commerce Committee). The group has until June 30, 1957, to complete its job.

In his remarks before newsmen on subscription tv, Mr. McConnaughey reaffirmed that he personally thought experimental licensing of toll tv ought to be permitted and thereby "find out if people want it."

Mr. McConnaughey intimated at his news conference that FCC would press for a more comprehensive showing via "exhaustive hearings" of proposed station sales, mergers and "consolidations". "We would like to feel that the licensee will operate that facility for the proper period of time," he said, adding that the Commission must take into consideration whether a sale or transfer actually would be in the public interest.

FCC Not Wedded to Uhf

The FCC chairman also seemingly put a checkrein on the belief, held by some, that the Commission is "irrevocably wedded to an all-uhf system or even to having a uhf system at all in the long run." He pointed out that the objectives of the soon-to-be-organized Television Allocation Research Committee also call for a study of multiple vhf channel usage [B•T, Sept. 3; CLOSED CIRCUIT, Sept. 10]

It was Mr. McConnaughey's proposal that broadcast licenses run for three years, however, that stirred the industry. Although there has been some talk along these lines for years, Mr. McConnaughey's was the first open advocacy of the move.

The chairman's remarks on this subject were as follows:

"Under Section 307 (d) of the Communications Act of 1934, as amended, broadcasting licenses and renewals may be granted for a maximum of three years. In other services the maximum period is five years. I have given this matter considerable thought during the past year and questioned why the distinction between broadcasting licenses and licenses for other services.

"In my opinion, there should be none. There should be no distinction between the period of time. When a group of people go through the required processes of obtaining a broadcasting license with the necessary requirements entailed for obtaining such a license, those licenses should be for a period of five years. Renewals, in my opinion, should be for a like period of time. It is common knowledge that people who go into the broadcasting business must, in many instances, make arrangements for financing proposed operations, and I feel that a five-year period written into the Communications Act would have the effect of stabilizing the industry and by so doing inure to the public interests." The license terms have been unchanged in the Communications Act since 1934.

In am radio, license terms ran from three months (1928-1931) to six months (1931-1939) to one year (1939-1941) to two years 1941-

MOVIETIME USA

An open letter to TV station owners and managers:

1956 will go down in TV history as the year in which Hollywood's great libraries became available to TV

The first entire major studio library to be acquired for your use was the RKO library of 742 features in December of 1955 by C & C Television Corporation.

Since then Columbia, Warners, 20th Century-Fox and the Metro-Goldwyn-Mayer Company also made available to you part or all of their great film libraries.

The combined original cost of production of the feature motion pictures being offered to you by all these companies is well in excess of $2,000,000,000.00. It would probably cost double this amount to produce these outstanding attractions today if money alone could accomplish the end result.

Such creative talents as Louis B. Mayer, Darryl F. Zanuck, Jack L. Warner, David Selznick, Harry Cohn, directed the production of these successful pictures.

Every important male and female star throughout the world plays in them. The outstanding directors and writers of the motion picture industry directed and wrote the scripts, many of them based on successful novels and plays.

All of this is now available to the TV viewing public through your stations.

I heartily recommend that you acquire these pictures for your stations by contacting Ralph Cohn of Screen Gems for Columbia features, Bud Barry of MGM for their fabulous library of features, Eliot Hyman of Associated for the wonderful Warner library, Ely Landau of NTA for 52 Fox Pictures, and Erwin Ezzes of C&C Television Corp., for the RKO library.

You would be fortunate indeed if you could acquire *all* of these features for your station. We realize this would be very costly and difficult to absorb in addition to your other program commitments.

You can, however, acquire at least *two* of the companies' entire libraries available if one of them is *RKO* because C&C TV Corp. has made available the most unique purchase plan in the short history of television.

YOU ARE ABLE TO MAKE MOST OF YOUR PAYMENT WITH ONLY A PART OF YOUR UNSOLD INVENTORY OF SPOTS, AS NONE OF THE SPOTS IN YOUR EVENING "A" TIME IS REQUIRED. YOU WILL ALSO BE PERMITTED TO OWN THIS LIBRARY FOR YOUR MARKET FOR 10 YEARS, EVEN THOUGH WE ARE ASKING FOR SPOTS FOR ONLY 5 YEARS.

742 FEATURES For Television
RKO RADIO PICTURES

Ask some of the theater managers in your town how they would like to pay their theater's film rental by giving the distributors passes for a fraction of *yesterday's* empty seats instead of with hard dollars.

Yes, Mr. TV Station Owner, most of these theaters made big profits and many still are making money but I doubt if any of them would turn down such an opportunity

Many of the most highly respected and successful TV station operators have not been too proud nor permitted themselves to be dissuaded by our beloved competitors when they took the time to properly analyze what unique value our method of merchandising has to offer.

Some of them such as Westinghouse, Crosley, Triangle, Storer, were at first affected by what they had heard about that naughty word called "Barter" of their unsold-unprofitable-unused spots for our *great RKO library;* however, after thorough analysis, they have signed contracts.

You don't have to commit for the entire library, as we'll make available a smaller number of pictures for a reduced number of spots.

Our plan contemplates providing you with a new set of prints directly from the lab to remain permanently in your station.

Every TV market in the country will be playing some of the features from the companies mentioned above—they will either be on *your* station or your *Competitor's* stations. You cannot afford to ignore *their* existence or they may affect your station's existence.

From a purely objective standpoint, just reflect on the reason why you are not using a greater number of features today. Perhaps it's because *only now* have the *highest quality* feature pictures ever produced been made available to TV.

We don't believe you can *afford* to pass up investigating what we consider to be the single most profitable deal you've ever been offered to date.

We believe that the American public, who have paid billions of dollars to see feature pictures in the movie houses throughout the country, is the same audience watching TV and we would like to point out that well over 90% of them have not seen even the best of the top pictures from all the libraries.

Matthew Fox

PRESIDENT, C&C TELEVISION CORP.

PLEASE TURN THE PAGE

Approved by the Leaders

CROSLEY, KOA, KTRK-TV, STORER, TRIANGLE, WESTINGHOUSE, ARE BUT A FEW OF THE MOST ILLUSTRIOUS NAMES IN TELEVISION WHO HAVE BOUGHT

MOVIETIME USA

C & C TELEVISION CORP.

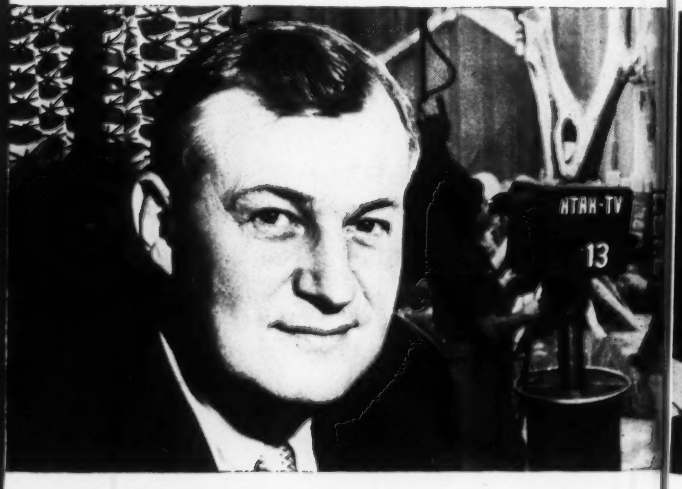
General Manager, Triangle Stations

"First of all, it's a tremendous buy, realistically priced for local use. Beyond that, my personal opinion is that the package is the greatest programming source ever made available to TV stations. 'Movietime USA' will automatically provide a competitive advantage for every station running it.

"As an organization, we are in the habit of relishing our many 'firsts.' We're proud to have scored another by being first to wrap up 'Movietime USA.' The fact that the contract is the largest ever negotiated by a film distributor and a regional station group is evidence of our confidence in the salability of every feature of the package."

Roger W. Clipp

ROGER W. CLIPP



General Manager, KTRK-TV

"I have been buying film for television for about ten years now and have never seen such enthusiasm on the part of our audience and advertisers as we have had since the announcement of our MOVIETIME USA package. We have had an amazing number of calls and letters from people in and out of the industry about it.

"It goes to prove that RKO's star-studded package is the kind of television fare that will sell our station, because it is the kind of programming that the people have been waiting to see."

Willard E. Walbridge

WILLARD E. WALBRIDGE

Vice President in charge of TV,
Crosley Broadcasting Corporation

'The Crosley Broadcasting Corporation is very pleased with the arrangements completed with Mr. Matthew Fox for the showing of the RKO feature film package over our television stations in Atlanta, Dayton, Cincinnati, and Columbus, because we can now augment our fine schedules with star-studded names of filmland in such excellent features as 'Abe Lincoln in Illinois,' 'Citizen Kane,' 'Having a Wonderful Time,' 'Hitler's Children,' 'Quality Street,' 'Stage Door,' just to mention a few of the many tremendous box office smashes which assure our audiences that the best in movies will also be seen on WLW-Television. Yes, we are delighted... and the reason for this feeling is bound to become more and more apparent to our audience and clients as we program these great RKO features."

John T. Murphy

JOHN T. MURPHY

Vice President in charge of Programming,
Westinghouse Broadcasting Company, Inc.

"Westinghouse Broadcasting Company believes that good feature films are an important ingredient for effective local TV programming, today and tomorrow. We bought the C & C library, the first of the major feature film libraries available for television, because a library of this caliber offers a plentiful and well-balanced source of feature films to fit many programming needs. These features are rich in both story value and star value, and they are eminently promotable and salable. We are sure that these films will have great appeal for the viewers who tune to KDKA-TV, Pittsburgh; KPIX, San Francisco and KYW-TV, Cleveland."

Richard M Pack

RICHARD M. PACK

President and General Manager, KOA-TV

"The addition of Movietime, U.S.A. feature films to KOA-TV's movie library is an exciting one for all of us. We believe these feature films to encompass all the facets of entertainment that bring about high ratings and audience acceptance.

"Among the great number of Hollywood's best feature films that KOA-TV has already shown or plans to show, the Movietime, U.S.A. package promises new highs in audience applause and commercial success."

William Grant

WILLIAM GRANT

These are but a few of the many unsolicited testimonials in our files. Copies on request.

C&C TELEVISION CORP.

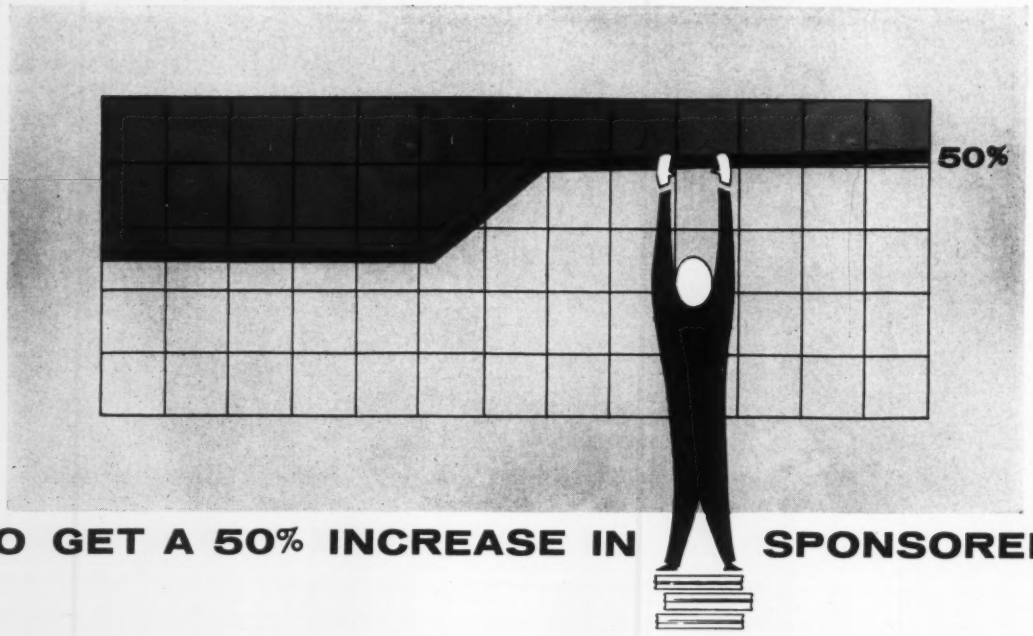
presents

MOVIETIME USA

742 FEATURES
For Television

RKO RADIO PICTURES

PLEASE TURN THE PAGE



HOW TO GET A 50% INCREASE IN SPONSORED TIME

- Authoritative Statistics show that most television stations increase paid commercial time by 50%, when good movies are programmed.
- You can make present non-productive time pay off by trading part of it for our outstanding package of Hollywood's greatest motion pictures.
- By bartering this unsold time, you can acquire a proven-successful programming pattern which will increase your sales and soar your ratings to new heights.
- The Company which will use the bartered spots is the International Latex Company. Since this organization has never been a television advertiser, you are not losing a customer.
- As you know, the trend today is towards feature films. With our outstanding motion pictures, your programming can be planned to successfully capture a loyal audience.
- As business men, we don't have to spell out for you what this means in terms of increased ratings, increased sponsorships and increased profits!
- *Every dollar you gross on our library, whether sold for total sponsorship or on a participating spot basis, is adding to your profit. Where else can you get such an opportunity?*

742 FEATURES For Television
RKO RADIO PICTURES

C&C TELEVISION CORP. presents
MOVIETIME USA

Write – Wire – Call

C & C TELEVISION CORP.
270 PARK AVENUE • NEW YORK 17, N Y • PLAZA 3-5600
E. H. Ezzes, Vice President and General Sales Mgr.

1943). In 1943 am licenses and renewals were set at three years, the maximum provided by the Communications Act for broadcast stations.

Fm rules, established in 1945, established a one year license period. This was changed in 1948 to three years to correspond to the am rule.

Until 1953, the Commission licensed tv stations for only one year. In the latter part of 1953, the Commission revised its rules to extend the license term for the same number of years as for am and fm.

Plaint that the FCC has been spending an unprecedented number of man-hours in recent years in preparing for and attending Congressional committee hearings was bolstered by figures released by Mr. McConnaaughey in his speech.

The Commission, the chairman said, has spent a total of 7,432 man hours in this work for the second session of the 84th Congress (Jan. 5-July 27, 1956). This breaks down to 929 days or 3.6 man years. Mr. McConnaughey himself has spent 287 hours or more than 35 work days in these endeavors, he pointed out.

In discussing the allocations proceedings, Mr. McConnaughey emphasized that the Commission is "completely open-minded" in its quest for a solution to the scarcity problem.

"It is not seeking solely to bail out uhf grantees," the chairman declared. "It is not simply trying to protect the investments of vhf grantees. Of course, it would like nothing better than to accomplish both those ends, if they are compatible with the Commission's long-term goal of giving the American public the best nationwide, competitive system obtainable. In fact, the Commission is not irrevocably wedded to an all-uhf system or even to having a uhf system at all in the long run. The best proof is that, among the many other details of research which the Tv Allocation Research Committee will be asked to explore, we find multiple vhf channel usage. The Committee will be expected to make a thorough study of techniques required to make most effective use of the 12 existing vhf channels only for television broadcasting and to furnish us with an evaluation of television service which can be achieved by the application of such techniques. However, I am sure that the Congress, the Commission and the public will not countenance the deliberate ignoring of scientific facts and developments which would tend to prove that an all or major uhf system would best serve the needs of American public."

The organization of TARC is scheduled for this Thursday (Sept. 20) in Washington. Invited as sponsors have been NARTB, RETMA, Assn. of Maximum Service Telecasters, Committee for Competitive Tv (uhf group), and the Joint Council on Educational Television [AT DEADLINE, Sept. 3]. Its objective is to determine whether uhf is capable of furnishing a service to the country that is comparable to that already furnished by vhf. It is the implementation of the "crash" research program on uhf which the chairman first proposed in his NARTB convention speech last April.

Referring to some suggestions that the research should encompass sociological as well as economic factors, Mr. McConnaughey said that he shied away from such ideas. ". . . When we get into the subject of economics and sociological concepts I become a bit apprehensive," he said.

Mr. McConnaughey called on broadcasters to continue exercising strict vigilance over the programs and commercials which go out over the air.

FILM VS. NETWORK: CELLER HEARING

Continued from page 41

Cohn knew of any instance where Columbia Pictures, Screen Gems' parent company, had ever shared profits with a chain of theatres exhibiting one of its releases. Mr. Cohn said he couldn't speak for Columbia Pictures, but that he doubted such sharing was done. In the theatre business, he explained, existence of alternative theatres puts the producer in a better bargaining position than in television, where stations are limited.

Chairman Celler wanted to know whether, if tv operators have such a "near monopoly," they shouldn't be put under "more restraint." Mr. Cohn said this was "not my conclusion"; that spectrum space is not so limited that more stations could not be built, and added that "we want no more restrictions on the tv industry" than essential.

The option-time limitations proposed by ATFD, he said, are an interim measure until enough of the spectrum is freed to make more competition possible.

Chairman Celler persisted. When the producers have the upper hand in business negotiations, he asserted, they gain it through "artistic ability"—creation of a program which the networks feel will be appealing—while the networks, he claimed, get the upper hand through no special ability but because they have built up strong operations—"not on merit, like you."

Mr. Cohn answered that merit was the only basis on which producers wanted to gain advantage. Also, he added, producers in their negotiations with networks benefit from the existence of competition among the networks.

Counsel Pierce cited the ATFD document's reference to an incident in which, it was claimed, ABC felt it needed a new program for the hour following *Disneyland* and wanted Screen Gems to try a western program such as interested sponsors thought would be good programming. In negotiations with President Robert E. Kintner and other ABC officials, he said, the network was said to be willing to finance a pilot film at a cost of about 2½% of the cost of the whole series. But ABC wanted 50% of all the profits of the production venture, the ATFD document asserted. Screen Gems asked ABC whether it (SG) would receive any of the profits from the sale of the time period of the succeeding time period, and was told it would not. Screen Gems counteroffered to finance the pilot itself and sell the program, if ABC would set aside the time period and let Screen Gems retain all profits. Finally, the document said, Screen Gems offered ABC "a token profit participation," but "a deal was not made."

Mr. Cohn said this version was substantially correct; that it happened about last March.

Mr. Pierce wanted to know whether Screen Gems had any memoranda on the discussions with ABC. Mr. Cohn said he had thought so —that memos are usually kept on such matters—and that he'd been surprised to find none in this case. Either memoranda were not made or they disappeared through misfiling, which could happen, he asserted.

The committee asked Mr. Sillerman about a purported incident last fall involving NBC's WNBQ (TV) Chicago, Drewrys Ltd. (beer and ale); MacFarland Aveyard (agency for Drewrys), TPA's *Susie* series and NBC Film Div.'s *Great Gildersleeve*.

Mr. Sillerman said Drewrys and the agency were to sponsor *Susie*, but WNBQ "preferred" *Gildersleeve*. He said WNBQ sent a letter cancelling the Drewrys time period, whereupon Drewrys decided to take *Gildersleeve* and was granted the time period.

Rep. Keating said NBC would be called to give its side, but that if Mr. Sillerman's account was "all there is to it," then it was a case of "cramming" a program down the sponsor's throat.

Chairman Celler wanted to know if there were many "such cases." Mr. Sillerman said there have been "some"—that he wouldn't say "many" and couldn't document them. This, he said, was the only one involving a network o&o that he could recall specifics on. He said there had been "a couple" of similar instances involving network affiliates, however.

The committee then canvassed the four film firms for any such experiences they might know about.

Mr. Jaffe said he remembered it had occurred "a couple of times" but that he could recall no specific instances. Mr. Cohn said that, being in a managerial position, he didn't and wouldn't necessarily know about such cases. Mr. Reel said he knew of no instances of his own knowledge but that since he was not in sales he, like Mr. Cohn, wouldn't necessarily know.

Chairman Celler said the record would be kept open for details on all such cases known to the four witnesses.

The inquiry moved next into network preemption of sponsor's time. Mr. Jaffe cited NBC's pre-emption of Firestone's *Voice of Firestone* for presentation of *Caesar's Hour*, which resulted in *Voice* moving to ABC. He also noted that U. S. Tobacco Co.'s *Martin Kane* went off the air when NBC secured Lever Bros.' *Lux Video Theatre* and installed it in *Martin Kane* time. Mr. Sillerman said CBS-TV had taken Longines-Wittnauer's *Chronoscope* off to install a nightly news roundup, and that Singer Sewing Machine and Bristol-Myers had wanted to renew *Four Star Playhouse* but that CBS-TV had taken the time for *Playhouse 90*.

Rep. Keating said it sounded to him as if "the big job of the advertiser is to get on the air at all," and wondered why networks bother to give volume discounts.

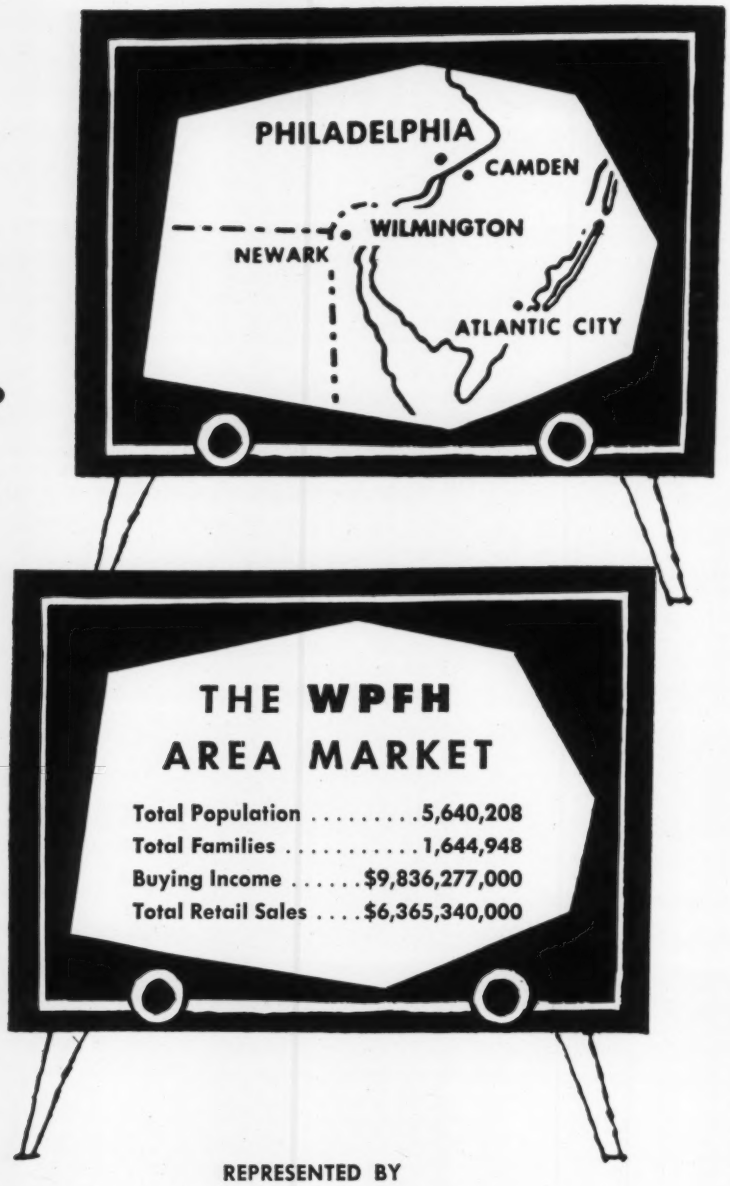
Counsel Maletz cited the ATFD document's assertion that networks, by long-term exclusive contracts, "exercise tight control over the services" of star performers. Mr. Cohn conceded that producers might negotiate with the networks for "loan-out" of such talent, and that it might be granted for a single show but hardly would be permitted if the producer wanted the talent for a whole series since that would take the star's services away from the network for a protracted period.

The subcommittee also—without pursuing the idea—drew out of Mr. Cohn a confirmation that some film producers were thinking about producing live shows. He said nobody was engaged in such a venture now, however.

Harmon Joins Advisory Group

APPOINTMENT of Ralph Harmon, vice president in charge of engineering of the Westinghouse Broadcasting Co., New York, as a member of the Broadcast Advisory Committee was announced last week by Theodore C. Streibert, director o fthe U. S. Information Agency. Members serve without salary. Mr. Harmon has been vice president of engineering at Westinghouse since 1948.

HAVE MARKET...



WILL SELL...

REPRESENTED BY

Paul Raymer Co., Inc.

WPFH TELEVISION

CHANNEL 12

It's a big market, and it's all yours! Channel 12 effectively presents your sales message to a steadily increasing Delaware Valley audience. 316,000 watts are ready to net you tremendous per-viewer acceptance at low per-viewer cost. Contact your Raymer representative today for availabilities.

SERVING GREATER DELAWARE VALLEY

WGTH-TV Sale to CBS Given Second FCC OK

FCC last week reinstated its approval of the sale of WGTH-TV Hartford, Conn., from the General-Times Television Corp. to CBS. The $650,000 purchase of the ch. 18 Hartford outlet had been approved early this year, but when WNHC-AM-FM-TV New Haven, Conn., protested, the grant was suspended.

Last week's reinstatement action came after the sale of WNHC-AM-FM-TV to Triangle Publications Inc. (radio and tv division) last June [B•T, July 2]. Two days after Triangle assumed ownership of the outlet, it filed pleadings with the Commission to withdraw the WNHC objection to the CBS purchase and also to the proposed NBC purchase of WKNB-TV New Britain, Conn., which is still pending at the FCC.

Despite the fact that the WNHC protest, plus a protest by WATR Waterbury, Conn., were withdrawn, hearings on the $600,000 NBC purchase of WKNB-TV were set by the FCC's own action. The hearings began Sept. 7 before Hearing Examiners James D. Cunningham and Herbert Sharfman and will resume tomorrow (Tuesday). Issues involve purported concentration and overlap.

Operational duties of WGTH-TV were assumed by CBS Sunday (see story, page 100). Purchase of the outlet gives the network its second uhf facility. Its other stations are ch. 19 WXIX (TV) Milwaukee, Wis.; ch. 2 WCBS-TV New York; ch. 2 KNXT (TV) Los Angeles, and ch. 2 WBBM-TV Chicago.

Economic Impact No Issue In Pittsburgh, FCC Rules

ECONOMIC IMPACT of one television station on another is not a proper subject for FCC inquiry. This is the essence of the FCC's decision last week in turning down a request by WSTV Inc. (WSTV-TV Steubenville, Ohio) that the economic issue be included in the rehearing on the Commission's 1955 grant of Pittsburgh's ch. 11 to WWSW Inc. (WIIC [TV] Pittsburgh).

WSTV Inc., whose ch. 9 WSTV-TV covers the Steubenville-Wheeling area, claimed that if WIIC were permitted to increase its power and antenna height the business of WSTV-TV would suffer.

The FCC, with Comrs. McConnaughey and Mack abstaining, declared that the economics of broadcasting should have no place in FCC hearings. Its attitude was summed up in the following words:

"It is clear that inclusion of the issue requested by WSTV would constitute recognition of the principle that an existing television licensee operating in one community may be entitled to protection from competition by a station operating in another community. Such recognition would, as stated in *Cullman, supra,* and as stated by the courts, run counter to the over-all policy of the Communications Act that broadcasting is to be a competitive service. It would establish the consistently rejected notion that economic injury to an existing station is in itself grounds for refusing to grant a broadcast license."

A hearing already has been held on the Pittsburgh ch. 11 grant, with ch. 16 WENS (TV) that city as the protestant, and with an initial decision affirming the grant already issued. WSTV's intervention was ordered by the Commission and the hearing ordered reopened today (Monday).

In addition to the grant, WIIC's request for increased power and antenna height is also involved.

The grant of Pittsburgh's ch. 11 to WWSW Inc. came after a merger agreement between WWSW and Pittsburgh Radio Supply House Inc., owner of WJAS-AM-FM Pittsburgh, which must be sold before the option can be exercised.

FCC to Take Another Look At WGMS Sale to RKO

SALE of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc., for $400,000, approved by the FCC last July, has been held up by the Commission pending oral argument on a protest by minority stockholder Lawrence M. C. Smith [B•T, June 18]. Oral argument is scheduled for Oct. 1. The FCC ordered reassignment of the WGMS licenses from RKO Teleradio to The Good Music Station Inc. by Oct. 12.

Mr. Smith, who holds 16⅔% of WGMS stock and also owns WFLN (FM) Philadelphia and 30% of WAEB Allentown, Pa., has charged that the stations were sold despite the fact that Nathan Strauss, WMCA New York, had offered a higher price. Mr. Smith also attacked an agreement whereby RKO Teleradio would retain Mr. and Mrs. M. Robert Rogers (41⅔% WGMS stockholders) as consultants for a five-year period, at $30,000 per year.

The FCC found that Mr. Smith was a party in interest. However, since the allegations in the protest were considered by the FCC before it approved the sale, oral argument rather than a hearing was ordered.

Gen. Sarnoff Visits Ike

BRIG. GEN. David Sarnoff, RCA board chairman, conferred with President Eisenhower at th White House Tuesday morning. Gen. Sarnoff said after the conference they had discussed the report filed by the National Security Training Commission, of which he is chairman. The President was pleased with the report, Gen. Sarnoff said.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55)4 Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56).

AWAITING ORAL ARGUMENT: 7

(Figures in parentheses indicate dates initial decisions were issued.)

Boston, Mass, ch. 5 (1-4-56); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Buffalo, N. Y., ch. 7 (2-1-56); Bfloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

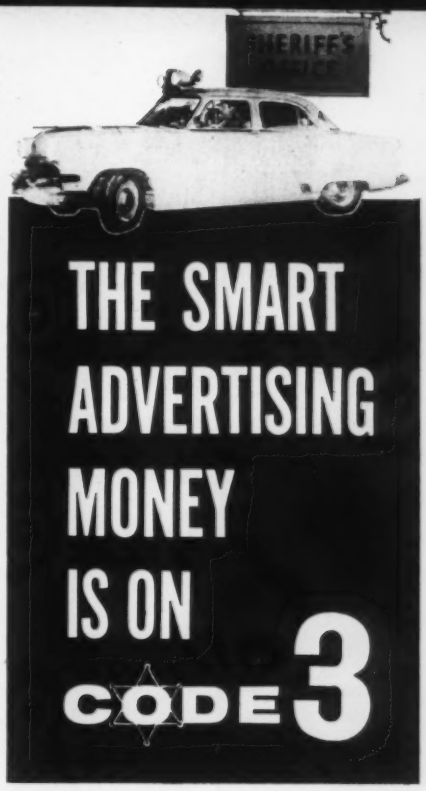
AWAITING INITIAL DECISION 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.



Brewers: Liebmann, Miller, Stroh

Coffee Roasters: Fleming, Dining Car

Bakers: National Biscuit, Mrs. Smith's Pies

Appliances: Crosley-Bendix

Various: Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

Write, wire, phone

ABC FILM SYNDICATION, INC.

10 East 44th Street, New York City

OXford 7-5880

CODE 3

#1 SYNDICATED SHOW IN LOS ANGELES 16.9 RATING, 25.1% AUDIENCE SHARE

and in **San Diego:** 27.4 rating, 47.8% audience share

Highest rated in its time segment:

Sacramento: 16.5
Portland: 17.8
Seattle-Tacoma: 22.7
San Francisco: 12.3

Several east coast and mid-west markets sold for fall start.

Many good markets from coast to coast already bought. **Yours** still available?

Rating source on request

Write, wire, phone
ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880

Spectrum Curb a Must, McC Tells Colo. Gov.

THE FEDERAL GOVERNMENT must control the radio spectrum, FCC Chairman George C. McConnaughey said last week in answering Colorado Gov. Edwin C. Johnson's plea to permit on-channel boosters to continue operating without FCC interference [B•T, Sept. 10].

". . . In view of the nature of radio, the complicated interrelation of services in the spectrum and the variety of broadcast needs throughout the country, the part government plays in the process must be at the federal level," Mr. McConnaughey wrote in a Sept. 11 letter to the former chairman of the Senate Commerce Committee.

He warned that unless the radio spectrum is federally policed, broadcast services may again face the difficulties which led to the adoption of the 1927 Radio Act.

The FCC chairman's letter also related the background of the Commission's thinking which led to the establishment of a "translator" service for remote areas to receive big city tv signals. This new service—the first three grants for which were made two weeks ago [B•T, Sept. 10]—permits the establishment of a "repeater" service which enables a big city tv station to be picked up, amplified and converted to one of the upper uhf bands and rebroadcast on a low-cost, low power basis. This came about after several dozen unlicensed "booster" transmitters sprang up in the northwest states to bring tv to small, mountain-locked communities. The FCC brought cease-and-desist actions against a number of them and is awaiting a U. S. Court of Appeals decision on a case involving an unlicensed booster in Bridgeport, Wash.

Gov. Johnson last month "authorized" Steamboat Springs, Colo., booster to continue operating without regard to the FCC [AT DEADLINE, Aug. 6]. There are about six such operations now "blessed" by the Colorado governor.

Four Am Stations Granted By FCC During Past Week

FOUR new am outlets were authorized by the FCC last week. Construction permits awarded were:

Fairbanks, Alaska—Radio Anchorage Inc., granted 1240 kc, 250 w unlimited. Radio Anchorage Inc. is licensee of KBYR Anchorage, Alaska.

Golden, Colo.—Golden Radio Inc., granted 1250 kc, 1 kw daytime. Principals are Pres. William H. Finch (5.68%), 39.69% owner of KCSR Chadron, Neb.; Vice Pres. Conrad F. Schader (25%), employe of KTLN Denver; Secy. Robert W. Fouse (5.68%), 39.69% owner of KCSR; Fred D. Fouse (31.81%), 20.61% owner of KCSR, and Rachel R. Fouse (31.81%), housewife.

Portland, Me.—Casco Broadcasters Corp. granted 1310 kc, 1 kw daytime. Principals include Pres. Sherwood J. Tarlow (49%), owner of WHIL Medford, Mass., and 60% owner of WGUY Bangor, Me.; Melvin L. Stone (25%), 49.8% owner of WRUM Rumford, Me., and 55.4% owner of WGHM Skowhegan, Me., and Faust Couture (25%), 98% owner of WCOU Lewiston, Me., and WFAU Augusta, Me.

San Saba, Tex.—Radio San Saba granted 1410 kc, 500 w daytime. Principals are equal partners J. Earl Webb, painting contractor, and Gilbert T. Webb, commercial manager of KSWA Graham, Tex.

No Network, No Deal

UNIQUE AGREEMENT assuring continued network affiliation is included in an application filed with the FCC last week asking for approval of the $820,000 sale of CBS-affiliated WEOA-WEHT (TV) Evansville, Ind., from Malco Theatres to WEHT Inc., a syndicate headed by Cincinnati capitalist Henry Hilberg [B•T, Aug. 27]. The agreement provides that the selling group will notify CBS of the proposed sale and that if CBS indicates that its ch. 50 WEHT affiliation will be discontinued, the purchasing group can drop the deal.

Amarillo, Detroit Tvs Asked in Two Applications

APPLICATIONS seeking construction permits for two new television stations were filed at the FCC last week. Southwest States Inc. filed for Amarillo, Tex., ch. 7, and Plaza Radio & Tv Co. filed for Detroit ch. 62.

Southwest principals are equal partners Murray Woroner, commercial manager-2.66% stockholder at KAMQ Amarillo; George A. Oliver, sales manager-1.33% stockholder at KAMQ; Robert D. Houck, general manager-47% owner of KAMQ; Hoyt Houck, president-47% owner of KAMQ, and Estate Development Corp., Amarillo (land development, loans, investments, etc.).

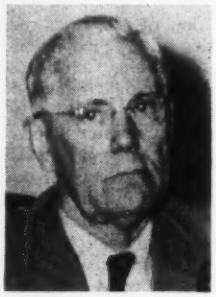
The application calls for 46 kw power and antenna height 806 ft. above average terrain. Construction cost is listed at $167,500, first year operating cost at $388,029. Affiliation with ABC-TV is planned.

Plaza principals are Alex Rosenman (50%), former minority stockholder in WCAN-AM-TV Milwaukee and owner of a representative firm in New York; Eliot Hyman (25%), former owner of Associated Films Inc., motion picture-television production firm, and David M. Harris (25%), photography interests.

Power for the proposed Detroit outlet was listed at 252.68 kw, with antenna 407.75 ft. above average terrain. Construction was estimated at $371,539, first year operating cost at $264,000.

Peter W. Seward Dies

FUNERAL services were held in Larned, Kan., last week for Peter W. Seward, former assistant chief hearing examiner for the FCC, who died in a Wichita hospital Sept. 8. Mr. Seward, 78, had been suffering from an intestinal ailment for four months.


MR. SEWARD

Mr. Seward entered the communications field in 1934 as an FCC lawyer in Washington. He joined the Commission in 1937 as a hearing examiner and served as assistant chief hearing examiner 1938-39. He left the FCC in 1945 to re-enter communications law.

Mr. Seward abandoned his law practice in 1952 and had not participated actively in broadcasting since then. He sold his 39.8% interest in KNOK Fort Worth, Tex. (then KWBC) in September 1953. He is survived by his wife,

'PEACHES AND CREAM' OUTLOOK RULES AT CBS RADIO AFFILIATES CONVENTION

Optimistic view prevails as all speakers stress upswing in network business and programming trends. Rivers elected to replace Brown as board chairman; Caley succeeds Sowell as vice chairman; Ryder and two directors re-elected; Wailes in for Storer.

A HEARTY BLEND of the old confidence and optimism that used to dominate radio gatherings was evident as the CBS Radio affiliates held their third annual convention last Monday and Tuesday in New York.

Some 200 affiliates, already heartened by the year's general upswing in radio business at the spot and local levels, received further encouragement from the reports they heard on business, programming and other accomplishments and prospects at the network level.

Dr. Frank Stanton, president of CBS Inc., told the affiliates that the network's faith in radio has been justified, and John Karol, sales vice president of CBS Radio, reported that "we are doing so well that our two major problems—at least in our daytime schedule—are product conflict and station clearances."

Another heartening development was the report, not yet announced publicly, of negotiations with Jack Benny—for years almost a symbol of network radio in its best days—to return to his old "Sunday at seven" spot on CBS Radio, which he left in May 1955.

PRESENTATION of an armchair to CBS President Dr. Frank Stanton (r) is made by Kenyon Brown, KWFT Wichita Falls, Tex., retiring chairman of the CBS Radio Affiliates Assn. board of directors.

More concretely, officials also disclosed that the network had just added an estimated $300,000 in billings by (1) sale to Pharma-Craft Corp. of 100 five-minute segments in CBS Radio nighttime programming over a 20-week period, in addition to its current sponsorship of two quarter-hours a week on the daytime *Houseparty*, and (2) sale to Standard Brands of 30 7½-minute segments in daytime serials over a two-week period. Agency for Pharma-Craft is J. Walter Thompson Co.; for Standard Brands, Ted Bates. The signings were viewed as further evidence of advertisers' rising regard for network radio as an "exciting, even fashionable" medium for moving goods and services.

Dr. Stanton, who received from the affiliates a surprise salute in the form of a gift and a scroll honoring his "ten years as president of CBS" (see story page OO), told the affiliates at the opening-day luncheon that "radio is here to stay and has a good future ahead of it . . . our faith in the future of radio is stronger than ever."

In a business meeting, John M. Rivers, WCSC Charleston, S. C., was elected to succeed Kenyon Brown, KWFT Wichita Falls, Tex., as chairman of the board of the CBS Radio Affiliates Assn. Mr. Brown will remain on the board in an advisory capacity.

Charles Caley, WMBD Peoria, Ill., was elected vice chairman, succeeding F. C. Sowell, WLAC Nashville, who also served as chairman of the convention committee. J. Maxim Ryder, WBRY Waterbury, Conn., was re-elected secretary-treasurer. Three directors-at-large elected were Frank Fogarty, WOW, Omaha, and Worth Kramer, WJR Detroit, by re-election, and Lee Wailes, Storer Broadcasting Co., to succeed George B. Storer, of the same organization.

Opening the convention Monday morning, after introductory remarks by retiring Chairman Brown, CBS Radio President Arthur Hull Hayes stressed progress made by the network in sales, programming and research. He said much of the credit should go to the affiliates and thanked them for their cooperation.

Mr. Karol stressed that "we are facing the future with confidence—but let me add quickly, not with complacency." CBS Radio's advances, Mr. Karol asserted, stem "from our management's willingness to invest heavily in fine programming" and from "the hard-hitting, hard-working and really dedicated group of people who make up our business."

He told the group that "the way some people in our business are operating reminds me of the stableman who was trying to save money by feeding one of his horses sawdust instead of oats." The only thing wrong with it, he said, was that just about the time the horse was getting used to the sawdust—he died. "And this is what might even happen to some of those in our business," he added, asserting that CBS Radio's attitude is the reverse, with its program schedule "being strengthened instead of weakened."

Mr. Karol regarded CBS Radio's sales accomplishments as "good," but emphasized that "such recent sales as Colgate, Standard Brands, Slenderella, Wrigley, Mentholatum, Pontiac, Chevrolet, Minnesota Mining, plus renewals and extensions of existing business—these successes have been building for many months and even years." Others are expected to join the list soon, he said.

Of "some of the ways that we are going after new and repeat business," he said:

"We have continued to expand our sales force. We have substantially increased the size of our sales service dept. We are in the midst of a strong advertising campaign aimed at our prospects. We are doing even more in specific research efforts. We are combing the fields more carefully for smaller national advertisers. We are continuing to call on agencies, and I know we are doing it more thoroughly and intelligently but, most important, we are greatly increasing our calls on advertisers.

"Our greatest success has been in the Monday through Friday daytime schedule." In this, he continued, CBS Radio has furthered its cause by pointing up, through research, "that the medium of daytime television does an adequate job at a very high cost" while daytime radio has a "truly universal character."

He said, " we must now, and we shall, develop new interest and new sales in evening

RHEINGOLD
(LIEBMANN BREWERIES)
NOW IN 4TH YEAR OF SPONSORING "DOUGLAS FAIRBANKS JR. PRESENTS"

What better testimonial to a TV film series than this long-time sponsor loyalty from a successful advertiser?

Other top-notch "Fairbanks" sponsors: Stroh Brewery, Top Value Stamps, Oscar Mayer, Sealtest, Sinclair Oil, Pearl Brewing, Wilson & Co. Full sponsor list and market availabilities on request.

117 half-hours available — many for **first** run!

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radio." He cited General Motors' renewal of Lowell Thomas, some "very sincere current interests" in the Edward R. Murrow nighttime news strip and the extension of Chevrolet nighttime business as "heartening." "We have a number of clients in our segmented shows," he continued, "but we intend to have many more in the future."

The "most important change we have wrought in the past year," Mr. Karol told the affiliates, has been "a change in the attitude of advertisers and advertising agencies toward network radio." From looking at network radio as "a somewhat sickly medium" a year or two ago, he said, advertisers are coming to regard it as "exciting, even fashionable . . . both advertisers and agencies are giving an ever-increasing amount of time to exploring the great opportunities in network radio."

But, he cautioned, "at no time in recent years has it been so vital that we not relax our efforts . . . we are facing increasing competition as our revenue increases. You have probably heard that NBC recently strengthened its network radio management, sales and program personnel. Already we are facing bitter cost competition. Our higher costs, and greater income for you, are justified by our greater value. We must enhance these values and continue to justify and protect our rate card."

Howard G. Barnes, programs vice president, told the convention that "every aspect of the strong radio network is still to be found in the weekly program schedule of CBS Radio. When the CBS Radio Network furnishes all of this programming to the audiences of its affiliated stations, and has every intention of continuing and improving the schedule, by whom can it be said that network radio is dying?"

Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, reported that CBS Radio currently carries 97 newscasts a week, apart from special events, sports, and public affairs.

Carroll Hansen, coordinator of news and sports, sketched plans and goals in his field.

Jules Dundes, vice president in charge of advertising and promotion, described the advertising campaign being launched by the network for the fall season and outlined special promotional materials being prepared.

The final day's sessions included a management conference in which the affiliates directed questions to President Hayes and other network officials; a report by William D. Shaw, network sales manager, on sales and research projects; a luncheon featuring commentator Eric Sevareid as chief speaker, and a panel session with WLAC's Mr. Sowell as moderator and J. Frank Jarman, WDNC Durham, N. C., representing management; Catherine Peden, WHOP Hop-

Helpmate Aids in Stanton Tribute

DR. FRANK STANTON, president of CBS Inc., was paid a surprise tribute by CBS Radio Affiliates Assn. at its convention last week "in appreciation of (his) 10 years as president of CBS." The tribute took the form of an armchair, selected after secret consultation with Mrs. Stanton, and a scroll expressing "affectionate esteem" for his "many great contributions" both to his own organization and to broadcasting as a whole.

A jocular string was attached to the gift of the chair—a condition that he "not use it to watch television." But there was no frivolity about the scroll. It read:

"For . . . his leadership, his fine business judgment, his confidence in CBS Radio—cornerstones on which our association has been built and prospered.

"For . . . his genius, courage, integrity, capacity for work and unselfish devotion to duty which have earned the respect and admiration of his fellow man and the whole broadcasting industry.

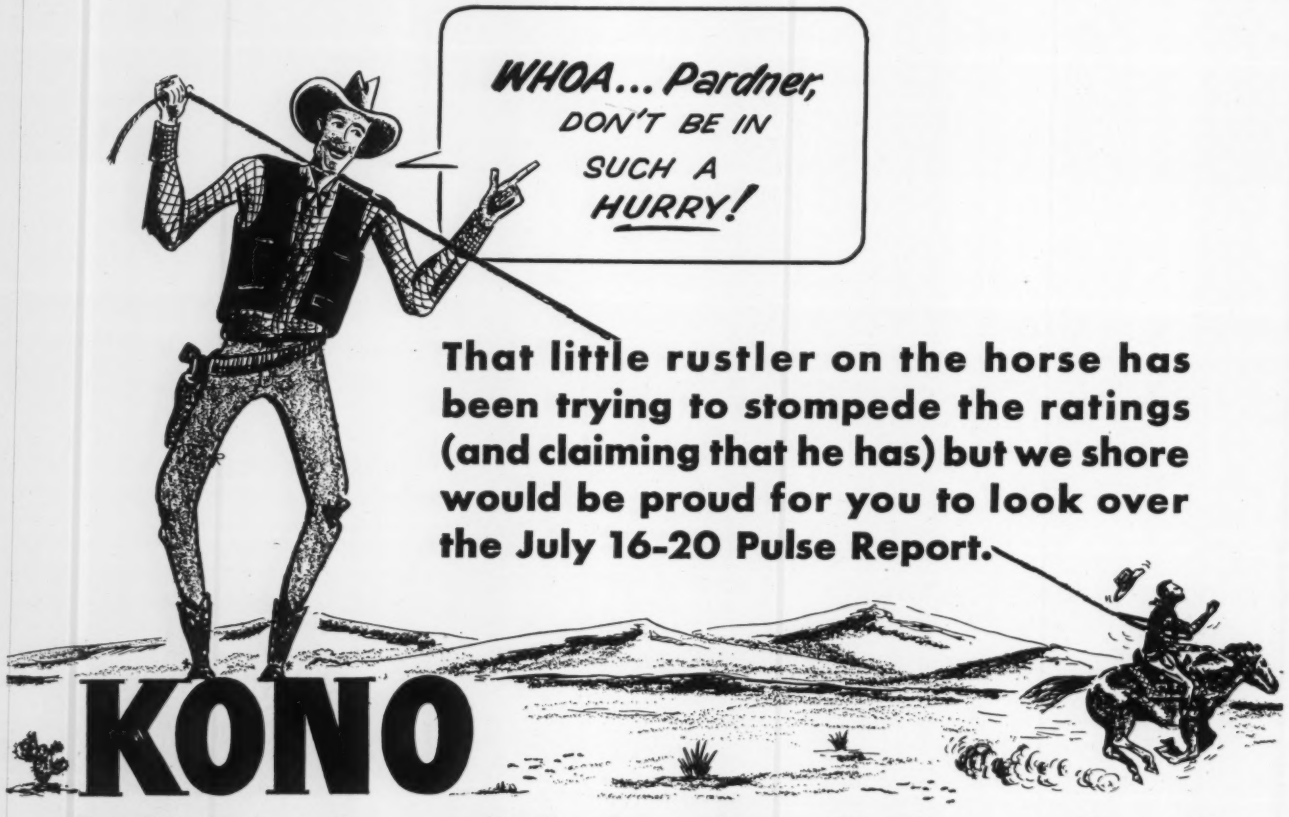
"For . . . the sure logic and courage of his answers when responding to major industry problems.

"For . . . the application of his early training in establishing realism in radio research.

"For . . . his keen intellect in continuously proposing and vigorously supporting innovations and changes for the betterment of broadcasting.

"For . . . making the phrase 'public interest, convenience and necessity' the ruling tenet of his business life;

"Now be it resolved that the CBS Radio Affiliates, at their annual association meeting, express their affectionate esteem to Dr. Frank Stanton for his many great contributions and continuing confidence in CBS Radio in particular, and the great art of broadcasting in general."



That little rustler on the horse has been trying to stompede the ratings (and claiming that he has) but we shore would be proud for you to look over the July 16-20 Pulse Report.

KONO

Still San Antonio's Leading Independent!

See Your H-R or Clarke Brown Man

NOW —Another RCA first in Camera Tubes

MICRO-MESH

...the 750-mesh screen for RCA IMAGE ORTHICONS

RCA announces a major development—MICRO-MESH SCREEN—in Image Orthicon design that substantially improves the picture quality of TV cameras—*even beyond present-day high-quality standards of performance!*

In RCA MICRO-MESH, the fineness of the mesh has been increased from 500 lines per inch *to a new high of 750 lines per inch*—with a mechanical exactness heretofore unattainable. Here are a few ways this improvement works for you. (1) It eliminates mesh pattern and moiré effect without need for defocusing—both in black-and-white and color. (2) It permits improved picture-detail contrast. (3) It is particularly effective in color cameras where detail contrast cannot be improved by operating the tube above the knee.

Under continuous development for more than 5 years at RCA, MICRO-MESH in RCA Image Orthicons is evidence of RCA's intensive engineering effort to bring telecasters camera tubes of the highest possible quality.

RCA Image Orthicons—with new MICRO-MESH—are available immediately from your RCA Tube Distributor. For technical details on RCA Image Orthicons, write RCA, Commercial Engineering, Harrison, N. J.

ADVANTAGES OF MICRO-MESH

For black-and-white or color

- Eliminates mesh pattern and moiré effect *without defocusing.*
- More than meets all technical requirements of 525-line TV system.

For color only

- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.

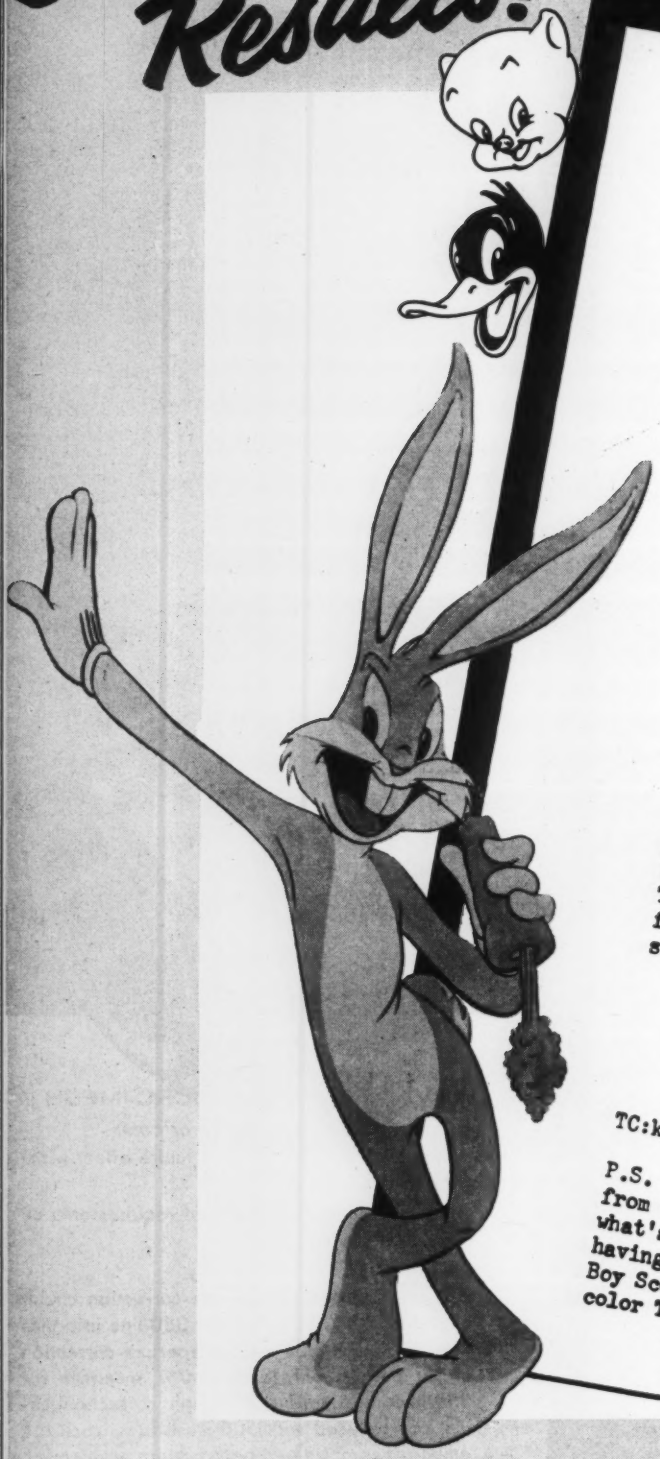
RCA

CAMERA TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA • HARRISON, N. J.

Sensational Results!

WHEN a.a.p.'s CARTOONS



DU MONT BROADCASTING CORPORATION
205 EAST 67TH STREET, NEW YORK 21, N. Y.

August 27, 1956

Mr. Elliot Hyman
Assoc. Artists' Prod., Inc.
345 Madison Avenue
New York 17, N.Y.

Dear Elliot:

You can't do better than first. And "Looney Tunes" is first -- the leading Monday through Friday children's show. In average ratings by Nielsen, from October '55 through May '56 (just to show you that it's not a flash in the pan) "Looney Tunes" averaged 12.5 with a certain mouse following at 10.8.

It is a real moneymaker. Naturally, when you released the 337 new Warner Brothers' cartoons, we were able to dress the show up for fall selling and this has resulted in current billings of $12,000 a week.

But more than that, we have taken the Bugs Bunny cartoons from the Warner Brothers' cartoon package and are giving the Estimable Rabbit a half-hour program of his own on Fridays at 7:30 p.m. Twenty-four hours after we announced it, Bugs' favorite drink, 7-Up, bought it for every week sponsorship.

Cordially yours,

Ted Cott

TC:km

Ted Cott
Vice President

P.S. Starting very soon, we get a second boost from this package -- running them in color. And what's more, we are giving color a real boost by having 200 kids a day from schools on field trips, Boy Scout Troops, etc., get their first taste of color TV watching color-sets in our studios.

GET THE TOP MONEY-MAKING 337 NEW WARNER BROS. CARTOONS THAT GET THE FABULOUS AUDIENCES AND THE BIG SPONSORS!

S 337 NEW WARNER BROS.
S BOW AT N.Y.'S WABD!

PRE-SOLD BY PAST PERFORMANCE OF WARNER BROS. CARTOONS!

First in average ratings by Nielsen

Looney Tunes	12.5
Mickey Mouse Club	10.8
Clubhouse Gang	8.8

. . . and sold-out all year to major sponsors: Peter Paul, Coca Cola National Biscuit Co., etc.

NEW CARTOONS SCOOPED UP, BILLINGS SOAR TO $12,000 PER WEEK!

BUGS BUNNY SO HOT, SPECIAL HALF-HOUR SOLD TO 7-UP 24 HOURS AFTER ANNOUNCED!

RUN IN COLOR AT NO EXTRA COST!

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All Rights Reserved

CALL...
WRITE...
WIRE...

a.a.p.

Associated Artists Productions, Inc.

NEW YORK 345 Madison Avenue · MUrray Hill 6-2323
CHICAGO 203 N. Wabash Avenue · DEarborn 2-4040
DALLAS 151 Bryan Street · RAndolph 6043
LOS ANGELES 9110 Sunset Boulevard · CRestview 6-5886

kinsville, Ky., representing sales; Art Schofield, Storer Broadcasting Co., representing promotion, and Sam Gifford, WHAS Louisville, representing programs.

The annual banquet Monday night featured an entertainment program with Robert Q. Lewis as M.C.

POLLER SUES CBS ON MILWAUKEE BUY

Former owner of ch. 25 outlet charges network forced him out of business. CBS' Stanton answers that Poller's own request spurred network's purchase.

AN antitrust suit, asking $4,350,000 in treble damages, was filed last week by Lou Poller, owner of the now-dark ch. 25 WCAN-TV Milwaukee, Wis., against CBS Inc. and others.

Mr. Poller charged that CBS conspired to force him out of business by its 1954 purchase of ch. 19 WOKY (TV) Milwaukee (now WXIX [TV]). The charge was denied in a statement issued Friday by CBS President Dr. Frank Stanton.

The suit was brought in the U. S. District Court in Washington, against CBS Inc., Bartell Broadcasters Inc. (former owners of the Milwaukee ch. 19 outlet), CBS Television, J. L. Van Volkenburg (president of CBS Television), H. V. Akerberg (stations relations vice president of CBS Television), and Thad Holt (former owner of WAPI, WAFM and WAFM-TV Birmingham, Ala.).

Gist of the accusations was that CBS dissuaded George B. Storer (Storer Broadcasting Co.) from negotiating for a $2 million purchase of WCAN-TV, that CBS assured Mr. Poller that WCAN-TV would be continued as the Milwaukee CBS-TV outlet, that on the strength of this assurance WCAN-TV obligated itself to lease quarters in a new building, at a $500,000 charge, plus acquiring new equipment, that CBS secured an option to buy WOKY with Mr. Holt acting as a front, and that as a result of the $350,000 CBS purchase of the ch. 19 station, WCAN-TV had to go out of business.

Dr. Stanton in commenting on the suit brought against CBS by Mr. Poller said:

"There is no basis in fact and, according to our counsel's advice, no basis in law, for this complaint. Mr. Poller charges that CBS drove him out of business. The facts are exactly to the contrary. CBS purchased certain of Mr. Poller's Milwaukee broadcasting equipment at his urgent request, and in turn CBS sold certain equipment to Mr. Poller. CBS did so only on the express written representations by Mr. Poller that he would remain in business. Mr. Poller is now trying to take advantage of his own failure to live up to his representations and would appear to be putting the bite on the hand that fed him."

When CBS bought the then WOKY, it paid $500,000 to Mr. Poller for his equipment and the leases to his studio-transmitter quarters. Mr. Poller also received the WOKY equipment, which he valued at $50,000. Deducting these from the $2 million value he placed on WCAN-TV, he figured his damages at $1.45 million.

Mr. Poller, was a stormy figure during his Milwaukee telecasting days—he fought bitterly against the allocation of ch. 6 to the Milwaukee suburb of Whitefish Bay, and against the ch. 12 Milwaukee grant to merged applicants, Milwaukee Area Telecasting Corp. — has been living in Washington during the last two years.

He was one of the inner group plumping for the nomination of Sen. Kefauver as the Democratic presidential candidate. He was mentioned prominently at one time as a possible successor to Frieda B. Hennock when her term expired in 1955 as an FCC commissioner.

He has also applied for FCC permission to test pay tv on his Milwaukee outlet and offered to buy ch. 44 WOPT (TV) Chicago if he could operate parttime on subscription tv.

At one time Mr. Poller also controlled WPWA Chester, Pa. (now WDRF) and had a substantial interest in WARL Arlington, Va. (Washington, D.C., area).

Mr. Holt, and his partner Edward Norton, sold their Birmingham properties to the Birmingham News Co. in 1953 for $2.4 million. Early this year the FCC approved the $18.7 million purchase of the Birmingham News Co. by S. I. Newhouse (Newhouse newspapers and broadcast stations).

The civil suit was filed in behalf of Mr. Poller by Wolf, Block, Shore & Solis Cohen, Philadelphia.

Mr. Poller told B•T that the full impact of the Milwaukee transactions did not "hit" him until almost a year after their occurance. He said that he began discussing the antitrust suit with his attorneys six months ago and that the complaint took four or five months to draft.

AT the two-day planning and operations meeting of the ABC's top executives of its nine owned tv and radio stations, last Monday at the St. Regis Hotel, New York, were (l. to r.): seated, James H. Connolly, vice president in charge of the San Francisco office (for stations KGO and KGO-TV); Harold L. Morgan, Jr., vice president and controller, who presided; Robert E. Kintner, president ABC; James G. Riddell, president and general manager of WXYZ-AM-TV Detroit; and Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago.

Standing: Robert L. Stone, general manager of WABC-TV New York; John Pival, vice president for WXYZ-TV; Harold Neal, vice president for WXYZ and John S. Hansen, general manager of KABC Los Angeles.

Not present were Stewart Barthelmess, general manager of WABC New York, and Selig J. Seligman, general manager of KABC-TV Los Angeles.

AB-PT Sets 25-Cent Dividend

DIVIDENDS of 25 cents per share on common and preferred stock were announced last week by the board of directors, American Broadcasting-Paramount Theatres Inc., payable Oct. 20 to shareholders on record as of Sept. 28.

Affiliation of KGW-AM-TV With ABC Confirmed

KGW-AM-TV Portland, Ore., will become affiliates of ABC, Walter E. Wagstaff, tv manager, and John Eichhorn, am manager, confirmed last week [CLOSED CIRCUIT, Sept. 3]. Effective date for the affiliation was not announced.

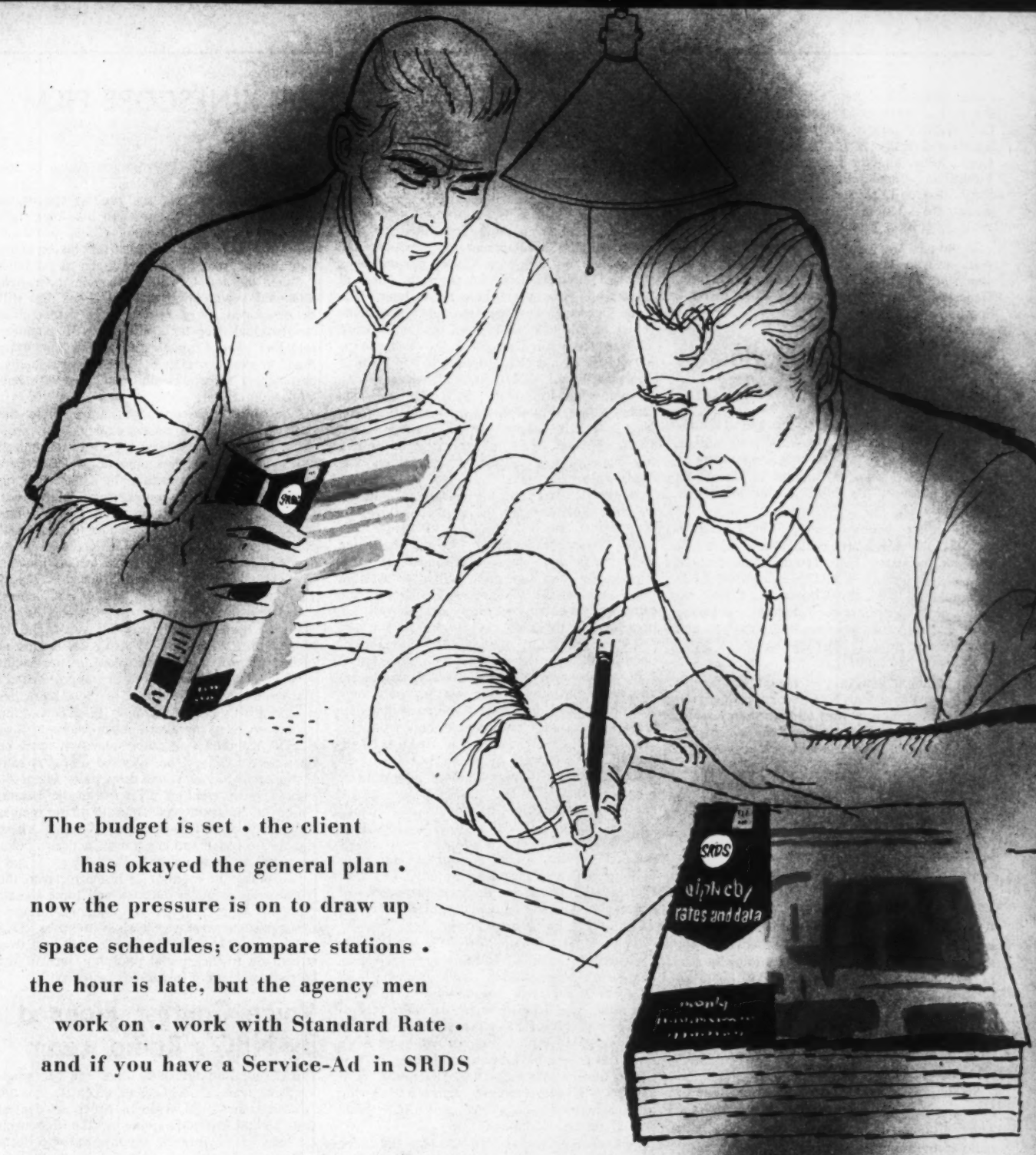
Present ABC affiliates in Portland are KLOR-TV and Westinghouse-owned KEX. KGW-TV (ch. 8) is not yet on the air and has an October target date. KGW went on the air Mar. 25, 1922, and joined NBC in 1927. KGW-AM-TV is owned by Pioneer Broadcasting Co., whose principal stockholder is KING Broadcasting Co. (KING-AM-TV Seattle).

ABC's Segmented Selling Has Grossed $7 Million

ABC RADIO's segmented selling plan for its top-rated morning block has resulted in sales representing more than $7 million in gross billings during the first year it has been in effect and has achieved a "near sell-out" in the morning schedule, Don Durgin, vice president in charge of ABC Radio, announced last week.

Mr. Durgin said the billings came from 52 national advertisers, of which 24 used network radio for the first time. Called the ABC "D" (dispersion) plan, it permits advertisers to sponsor morning programs in five-minute segments.

Advertisers who used network radio for the first time during the year on ABC Radio's morning schedule, according to Mr. Durgin, were: Accent International, American Bird Food Mfg. Corp., Beatrice Foods Co., Cameo Curtains Inc., Consolidated Cigar Sales Co.,



The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad in SRDS

you are there

For the full story on the values 1,362 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Eight years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

Food Specialties Inc., Foster-Milburn Co., the R. T. French Co., Clamorene Inc., Haysma Co., Magla Products, McIlhenny Co., National Business & Property Exchange, Pharma-Crafts Corp., Renuzit Home Products Co., Rust Craft Publishers, Slenderella International Salons, Stanback Co. Ltd., Sta-Nu Corp., State Pharmacal Co., Union Pharmaceutical Co. and Whitney Frozen Foods Co.

In the past two weeks, Mr. Durgin added, advertisers who have signed under the segmented plan were Pharma-Craft, Carter Products Inc., General Foods, Milner Products Co. and Food Specialties Inc.

Mutual's WNAC Boston 'Affiliates' With NBC

NBC RADIO lined up 50-kw but Mutual-"owned" WNAC Boston last week as its affiliate —on a parttime basis—in that area where it faced exclusion when Westinghouse Broadcasting Co. dropped its NBC Radio affiliations [B•T, July 1].

The station, which succeeds WBC's WBZ in the NBC lineup effective next Monday, also will continue to carry both Mutual and Yankee Network programs. WNAC is licensed to RKO Teleradio Pictures, the Thomas F. O'Neil interests that own General Teleradio (including Mutual, the owned stations, and Yankee and Don Lee networks). The 34-year-old WNAC operates on 680 kc.

The NBC affiliation was announced jointly by Harry Bannister, NBC vice president in charge of station relations, and Norman Knight, executive vice president of the Yankee Network Div. of RKO Teleradio Pictures.

The three-way affiliation of WNAC was unusual enough to prompt Mutual President John B. Poor to go on closed circuit to all MBS affiliates on Thursday with this message:

"For your information we have permitted our key New England affiliate, the 50 kw WNAC Boston, to air some NBC features. This in no way will interfere with clearances for MBS and Yankee [network] programs. This is being announced jointly today by WNAC and NBC and is being done to provide a sister network with an outlet for some of its programming in one of the nation's major markets. We wish to bring this to your attention first because it underlines the unreserved faith we and RKO Teleradio Pictures Inc., our parent company, have in network radio and the soundness of network operations."

Signing of WNAC leaves only one affiliate to be replaced out of the four WBC stations which disaffiliated in disagreement with NBC's radio programming policies [B•T, July 16]. That one: a replacement for KDKA Pittsburgh. Earlier, NBC replaced Westinghouse's KYW Cleveland with WHK, and WOWO Fort Wayne with WKJG.

NBC Promotes Ed Macauley

APPOINTMENT of Edward H. Macauley as head of the western division sales office of NBC Radio Spot Sales in San Francisco was announced last week by John H. Reber, director of NBC Spot Sales. Mr. Macauley joined NBC in 1953 on the local sales staff of KNBC, the network-owned station in San Francisco, and served successively as account executive for NBC Spot Sales and Television Spot Sales in that city.

NBC-TV SHOWS ITS COLOR KINESCOPE FILM

Demonstration on West Coast involves use of Eastman Kodak's lenticular monochrome development.

NBC-TV Tuesday night demonstrated its color kinescope film development for newsmen and set dealers on the West Coast, playing back a closed circuit origination from the Ziegfeld Theatre in New York three hours later. The color kinescope was originated at NBC's color center at Burbank, Calif., and seen at network affiliates from San Diego to Seattle. The original closed circuit telecast was held for Whirlpool distributors in 120 cities. It was a special 50-minute musical revue starring Billie Burke, Dinah Shore, Vaughan Monroe and Fran Allison. Robert Sarnoff, NBC president, and Frank Folsom, RCA president, were among top network and advertiser executives who made on-camera talks.

It was the first time the network has shown its color kinescope to the public and it goes into regular use with the Sept. 29 Esther Williams' "Aqua Spectacle of 1957." Functioning in the same manner as black-and-white kinescopes, the color kinescope will allow western cities to have the color shows in color at the same corresponding evening time as they are presented in the East.

Using lenticular monochrome film developed by Eastman Kodak Co., the unique RCA-NBC process cost about double regular black-and-white kinescope operation but only one-third the cost of ordinary color film, if the latter were to be used. The monochrome lenticular film, which registers the color picture components in black-and-white, permits faster development as well, like ordinary monochrome films.

Consolidated Film Industries, a Republic Pictures Corp. subsidiary in Hollywood and New York which claims to process its major share of tv films for all program producers, is building a new plant adjoining NBC-TV color studios at Burbank for the express purpose of processing the new lenticular film for the network. It will be in operation by Sept. 29.

The color kinescope presentation was introduced by John K. West, vice president in charge of NBC western division, who said RCA-NBC engineers began working to overcome the time-delay problem on color recording soon after the FCC approved color tv in December 1953. Within the past two years more than 100 people have been working on the lenticular film process with Dudley Goodale, manager of NBC Development engineering, serving as coordinator on the project among RCA, NBC and Eastman Kodak.

Newsmen present at Burbank for the color kinescope demonstration were not enthusiastic about the picture and color quality of the film product. Its difference was heightened by the live color pickups seen on the studio monitors along with the film sequences. One observer described the color kinescope now as about equal to the early monochrome kinescope efforts in clarity and texture. Another, however, said black-and-white rendition was good. He liked the "low key" lighting effect.

NBC representatives said that by the start of regular color kinescoping Sept. 29 most of the bugs will be worked out. They said line equalizers will be installed to "crispen" the color images electronically and heighten color saturation, while RCA also will ship to Burbank electronic aperture correctors for the recording camera to help improve picture resolution. The estimated picture resolution now is about 270 lines.

The lenticular film process has a potential resolution in excess of the maximum of the color tv system itself, they said. Another particular advantage is that the process constitutes an "additive color process" and uses blue light for blue, whereas other color film processes heretofore have been "subtractive," taking white light and subtracting red and green to get blue.

When the new CFI plant becomes operative, film quality will improve because the film will be developed by spray technique rather than conventional deep tank, another NBC engineer told B•T. This eliminates all chance for "hypo drag" to streak or alter the film's image quality, particularly susceptible in deep tank with lenticular film.

The color kinescope does not include the sound track, NBC engineers explained. It presently is recorded separately on synchronized tape, although the development group is perfecting techniques to include the sound track on lenticular film as on monochrome kinescopes.

Brief explanation of how the new color kinescope process works was made on the west coast closed circuit by John R. Kennedy, NBC engineer in charge of the Burbank equipment.

"Lenticular film is a special form of black-and-white film with tiny cylindrical lenses, called lenticules, embossed in its face," he explained. "Each lenticule extends across the 35 mm width. There are 25 lenticules embossed in each mm of film length. And, in the height of the 35 mm frame, there are approximately 390 lenticules. The purpose of these lenticules is to direct color-separated black-and-white stripes or layers on the film emulsion.

"The techniques of color television must be mentioned briefly. The televised object is split by an optical system into three color images—the red, green and blue primaries of the system. Three image orthicons translate these images into color-separated electrical signals. These signals are coded and are transmitted into color on receivers or monitors.

"At either the monitor or home receiver, the coded color signal is decoded and three signals representing red, green and blue information are applied to a spray gun kinescope tube. Due to the angular impingement of the electron stream on to the special phosphor face of the kinescope, a color picture is achieved.

Voice Contest Planned By NBC's Radio Team

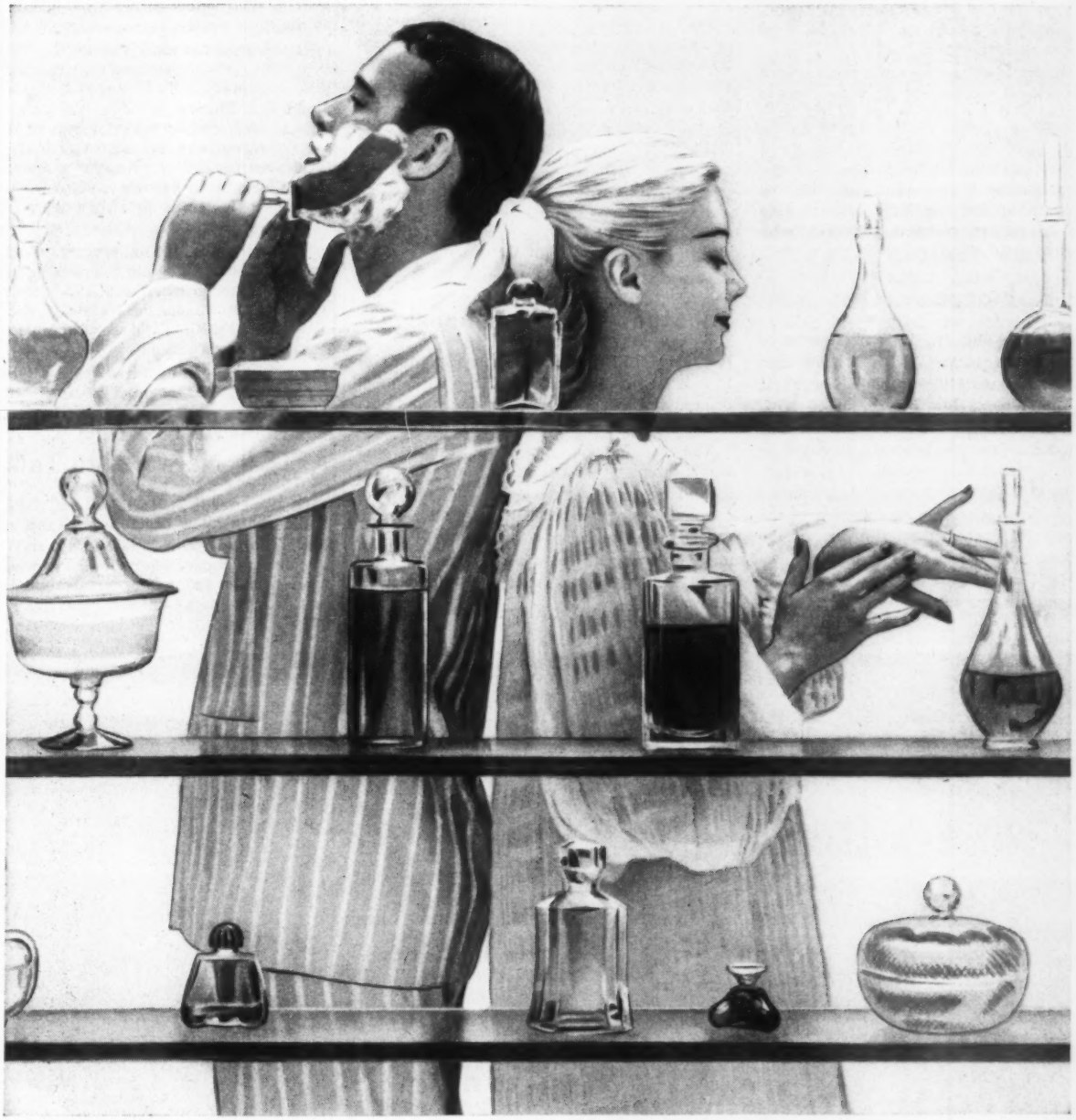
FIRST programming idea under the new management team at NBC Radio centers around "the most beautiful voice in America" contest and includes participation by the network's affiliates in the project, designed to whet local and national advertising interest.

Details of the new program were outlined last week in a closed-circuit broadcast to affiliates by Matthew J. Culligan, newly-installed vice president in charge of NBC Radio. As described to affiliates by Mr. Culligan, the program idea will take hold initially at the local level, with stations inviting listeners who believe they have "beautiful speaking voices" to cut a tape. Subsequently, stations will broadcast the tapes over a period of weeks, select winners, and relay these tapes to the network, which will hold a national contest over several weeks.

Mr. Culligan believes the nation-wide search for "the most beautiful voice in America" will provide entertainment value and at the same time capitalize on the pride that millions of men and women have in their speaking voices. He told affiliates that the program "should offer

ESSO RESEARCH works wonders with oil

Helping him and her to health and beauty!



The after-shave lotion he rubs on his chin . . . her cosmetics so kind to feminine hands . . . the alcohols for bracing rub-downs or antiseptic needs . . . many depend on a chemical ingredient from oil first developed by Esso Research. So many things that help us live better today are the result of **ESSO RESEARCH**—*working wonders with oil!*

ESSO

an almost unlimited opportunity for local and national promotion and merchandising." He suggested tie-ins with local merchants as a means of obtaining prizes for local contests, and added that the network planned to secure many valuable prizes for the national competition.

Mr. Culligan indicated that NBC Radio shortly will announce the name of a national advertiser to sponsor the contest. He urged affiliates to communicate with the sponsor's dealer in their area and attempt to sell him the local contest. If this is not feasible, Mr. Culligan said, affiliates should try to sell the local program to another logical client.

NBC Radio plans to continue the network show for several weeks after the local contests are over so that the best voices of the area winners can be put on the air, Mr. Culligan explained. He said a national board of judges will pick the national winner. Mr. Culligan reported that prizes also will be awarded to the station that sends in the winning tape and the station promotion director who performs the most effective job on the contest.

Harry H. Frazee Jr. Dies

HARRY H. FRAZEE Jr., 54, staff director of public service broadcasts, NBC Radio, died Wednesday at Lenox Hill Hospital, New York, after a brief illness. Mr. Frazee joined NBC in 1952 after a lengthy career in broadcasting that included a tour as program manager of the old Blue Network (now ABC) and as producer with Phillips Lord Radio Productions on the *Gangbusters* series. He was the son of the late Harold H. Frazee, former owner of the Boston Red Sox and producer of Broadway shows. He is survived by his wife, Mrs. Helen Frazee, two sons and his mother.

META Plans New York Educational Tv Center

AN EDUCATIONAL TV production center will be established in New York City "before the end of the year," it was disclosed last week by the Metropolitan Educational Television Assn. Inc., a non-profit corporation chartered several years ago by the New York State Board of Regents for the purpose of integrating state education and tv.

META announced that kinescope production facilities will be set up at an approximate cost of $500,000 at small, rented quarters in the Carnegie Endowment International Center opposite the UN headquarters in Manhattan, now housing various private groups. One of the organizations backing META financially is the Carnegie Endowment for International Peace. Other funds are slated to come from the Rockefeller Foundation, Avalon (Mellon estate) Foundation, Fund for Adult Education and other private charities.

To Study Fla. Educational Tv

A COMMITTEE to make a thorough study of Florida's immediate and long-range educational tv needs has been appointed by the state's governor, LeRoy Collins.

The committee, which Gov. Collins said would prepare a coordinated state-wide plan for taking fullest advantage of the nine educational channels which have been allocated to the state, already has requested the FCC to make no changes in reservation of any of those channels until the committee has completed its study.

NBC, NABET Begin Talks Over West Coast Dispute

TALKS were begun in New York Thursday looking toward settlement of an organizational dispute between NBC and the National Assn. of Broadcast Employes & Technicians involving three clerks in the network's Hollywood recording department.

The network was off the air for four hours on Wednesday when NABET technicians refused to go on duty across a picket line set up by the three protesting non-technical employes.

The dispute occurred just as the *Tennessee Ernie Show* was to start and only the audio portion continued. The network substituted a movie for *Matinee Theatre*, a weekday live origination from Burbank Studios, and was able to have supervisory technicians on duty in time for *Queen for a Day*. Regular technicians returned later in the afternoon when the network and NABET agreed to switch discussions to New York Thursday.

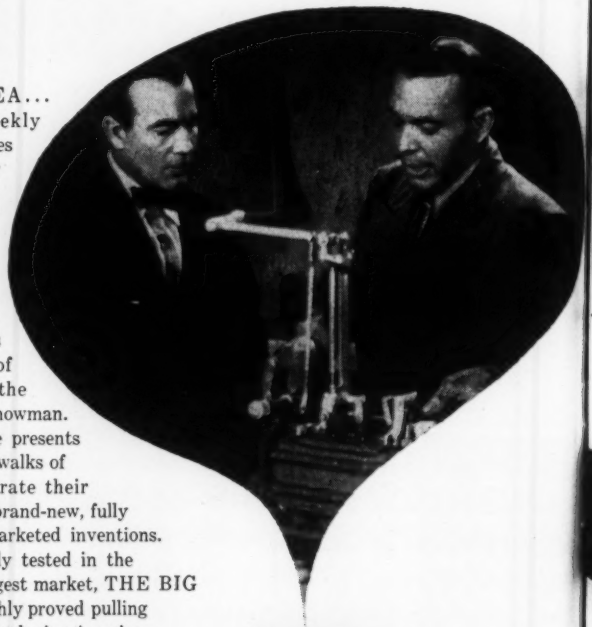
Several months ago the three recording clerks designated they wished to join NABET but the network claimed they did not constitute a bargaining unit under the National Labor Relations Act. NABET said it was protecting its rights by the protest picket line.

An NBC spokesman said the walkout was "in violation of a contract between NBC and NABET."

AFTRA, Networks to Talk

THE American Federation of Television & Radio Artists will begin negotiations in New York Thursday with ABC, CBS and NBC for a new contract covering radio and television performers under the union's jurisdiction. The current two-year pact expires Nov. 15.

Two exceptional new advertising opportunities from the company that made history with TV feature film...



THE BIG IDEA... a fascinating weekly half-hour film series ...the first and only television program to showcase American inventive genius. Producer Donn Bennett, creator of the show, emcees with the clarity of an engineer and the flair of a veteran showman. In each edition he presents inventors from all walks of life who demonstrate their "brainchildren"—brand-new, fully patented but unmarketed inventions. Already successfully tested in the nation's fourth largest market, THE BIG IDEA has thoroughly proved pulling power for the gadget-loving American audience and the advertiser who wants to reach it.

THE BIG IDEA

NARTB'S REGIONAL CONFERENCES OPEN SECOND SEASON AT MINNEAPOLIS TODAY

Association President Harold E. Fellows to head nine-man crew touring nationwide circuit. Salt Lake City meeting starts Thursday; San Francisco and Oklahoma City set for next week.

NARTB opens its second season of regional conferences today (Monday) at the Nicollet Hotel, Minneapolis, with a two-day program format instead of the three-day program used at last year's first regional meeting circuit.

President Harold E. Fellows will head a nine-man crew that will make the nationwide circuit in two jumps. After the Minneapolis meeting ends tomorrow, the "flea circus," including a large crew of associate members, will head for Salt Lake City where proceedings start Thursday morning. Next week includes San Francisco (Mon.-Tues.) and Oklahoma City (Thurs.-Fri.).

After that the traveling group will return to base for a fortnight, resuming Oct. 11 in Washington. Winding up the series will be Boston (Oct. 15-16); Indianapolis, Oct. 18-19, and Birmingham, Ala., Oct. 25-26.

The two-day agenda in Salt Lake City was rearranged because of the FCC's Sept. 20 Washington conference on the uhf crash program. FCC Chairman George C. McConnaughey, originally scheduled to speak Thursday night at the Salt Lake City banquet, has been replaced by Comr. John C. Doerfer.

President Fellows' luncheon speech at Salt Lake City has been shifted from Thursday to Friday. He will take part in the FCC conference, leaving Washington Thursday night to join the regional meeting Friday.

A. Prose Walker, NARTB engineering manager, is expected back from Poland this week in time to take part in the FCC meeting. He may join the NARTB travelers on part of the regional meeting circuit.

MR. GROVE MR. FITZSIMONDS

The NARTB traveling crew will include President Fellows; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Vincent T. Wasilewski, government relations manager; Charles H. Tower, employer-employe relations manager; Joseph M. Sitrick, publicity and informational services manager; Edward H. Bronson, tv code affairs director; William L. Walker, assistant treasurer who will be convention manager for the series, and a representative of NARTB's station relations department. A member of the NARTB Tv Code Review Board will attend each meeting.

RCA will be host at a reception prior to the opening day's banquet at each of the meetings and in addition will operate a coffee club.

Opening the Minneapolis meeting today will be the host director, F. E. Fitzsimonds, KFYR Bismarck, N. D. After introductory remarks, he will present John F. Meagher, NARTB radio vice president, who will preside at a "bull session" behind closed doors. This feature, dealing with radio topics, occupies the full morning agenda on the first day.

President Fellows will speak at today's luncheon. After his talk, a forum discussion will be held on the upcoming membership referendum, calling for a new vote on a recent by-law change eliminating the eight at-large directors from the NARTB board. Named to lead discussion were E. K. Hartenbower, KCMO-AM-TV Kansas City, on behalf of re-establishing at-large directors for large, medium, small and fm stations, and Jack Dunn, WDAY Fargo, N. D., speaking against at-large directors.

The at-large directorship forum will be held at each of the eight regional meetings.

Television Bureau of Advertising will give a sales presentation the afternoon of the first day. It will be led by Oliver Treyz, president. Mr. Brown will discuss recent tv developments. Mark L. Wodlinger, WOC-TV Davenport, Iowa, will speak on tv management's sales problems.

Winding up the first afternoon for tv delegates will be an NARTB Tv Code presentation led by William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman of the NARTB Tv Code Review Board. Edward H. Bronson, tv code affairs director, will review enforcement developments.

While the tv program is under way, concurrent radio programs will be given radio dele-

WAR IN THE AIR is a brilliant series of 15 half-hour programs, produced by the BBC Television Service and never before seen in America, that tells the dramatic story of allied air power in World War II and Korea—source material for many of today's best-selling novels, motion pictures and television films. Exciting episodes such as "Battle for Britain," "Air War in Korea," and "Jets vs. V2 Rockets" are part of the footage made available by the allied governments, NATO, and all branches of the U. S. Department of Defense. Acclaimed by the exacting critics of the British press, WAR IN THE AIR is living history with all the action, suspense, and prestige of powerful realistic drama. (Pre-sold to Rainier Ale for Los Angeles, San Francisco)

WAR IN THE AIR

45 FAMOUS FEATURES

Television's original Million Dollar Movie—the most successful film package ever sold to television—is now available for re-sale in many markets at extremely low cost.

Now...32 branch offices

Albany—1048 Broadway, Albany 3-3118
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Cleveland—2340 Payne Avenue, Prospect 1-5980
Dallas—402 South Harwood Street, Randolph 6175
Denver—807 Twenty-first Street, Alpine 5-0305
Des Moines—1022 High Street, Des Moines 2-9171
Detroit—2310 Cass Avenue, Woodward 1-8681
Indianapolis—428 North Illinois Street, Melrose 5-2582
Jacksonville—128 East Forsyth Street, Elgin 6-0427
Kansas City, Mo.—1712-14 Wyandotte Street, Harrison 1-7740
Los Angeles—1980 South Vermont Street, Republic 2-0151
Memphis—152 Vance Street, Jackson 6-1281
Milwaukee—732 West State Street, Broadway 1-4445
Minneapolis—1025 Currie Avenue, North Atlantic 6367
New Haven—124 Meadow Street, State 7-2119
New Orleans—1418-20 Cleveland Avenue, Raymond 1148
Oklahoma City—710 West Grand Avenue, Central 2-0271
Omaha—1508 Davenport Street, Atlantic 5424
Philadelphia—1225 Vine Street, Locust 7-3555
Pittsburgh—1809-13 Blvd. of Allies, Grant 1-2237
Portland—915 Northwest Nineteenth Avenue, Capitol 7-6535
St. Louis—3143 Olive Street, Jefferson 3-3000
Salt Lake City—204 East First Street, S., Davis 2-5528
San Francisco—251 Hyde Street, Ordway 3-2808
Seattle—2316 Second Avenue, Elliot 8225
Washington—932 New Jersey Avenue, NW, District 7-3672

RKO TELEVISION

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WHLI

"THE VOICE OF LONG ISLAND"

SELLS

BIG INDEPENDENT MARKET-NASSAU COUNTY

FOOD STORE SALES $385,282,000

- 2nd Food Market in New York State . . . (Only New York City Ranks Higher.)
- 9th Largest Food Market County in the United States

GIVES

BIG BONUS COVERAGE

(Nassau, parts of Queens, Suffolk and Brooklyn.)

POPULATION 2,903,765
NET INCOME $6,132,673,150
FOOD STORE SALES $964,601,050

* Data Source: Sales Management

DELIVERS

BIGGEST DAYTIME AUDIENCE in the MAJOR LONG ISLAND MARKET

According to the most recent Pulse Survey...one station...WHLI has a larger daytime audience in this market than any other station!

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

PAUL GODOFSKY, PRES. AND GEN. MGR.
JOSEPH A. LENN, EXEC. V. P. SALES

Represented by Gill-Perna

gates. Orville F. Burda, KDIX Dickinson, N. D., will preside at a small-market station roundtable. C. L. Thomas, KXOK St. Louis, will moderate a large-market roundtable.

Ernest C. Sanders, WOC Davenport, Iowa, is chairman of the conference resolutions committee. NARTB board members in the region, besides Mr. Fitzsimonds, are Ben B. Sanders, KICD Spencer, Iowa, District 10 director, and Payson Hall, Meredith Publishing Co., tv director.

FCC Comr. T. A. M. Craven will make his first industry appearance since re-joining the Commission last July. He will speak at tonight's dinner.

Top feature of the Tuesday agenda at Minneapolis is a luncheon talk by Arthur H. Lund, radio-tv vice president of Campbell-Mithun, Minneapolis agency.

The second morning at Minneapolis will be opened by Charles H. Tower, employer-employe relations manager, discussing problems of tv stations in small markets. Taking as his subject "How Small Can You Get?" he will go into operating costs by different size markets of the smaller type. Profit items and manpower problems will be discussed. An intimate look at a small-market tv station's problems will be given by means of a case history. Mr. Tower's talk will be followed by a closed-door discussion on tv problems.

After Mr. Lund's luncheon-speech, resolutions will be considered.

In the afternoon President Fellows will review general association business matters. Mr. Wasilewski will review the Washington legislative situation. Winding up the two-day agenda will be a discussion by Mr. Tower, "Was Fenwick Really Hired?" He will cover problems of hiring and selecting personnel, explaining how station management can use a new guide to employe selection. The guide provides a series of criteria to use in judging the qualifications of prospective employes.

The revised scheduling of Commissioners by the FCC, besides appearances of Comrs. Craven at Minneapolis and Doerfer at Salt Lake City, provides these assignments: San Francisco, Sept. 24, Comr. Hyde; Oklahoma City, Sept. 27, Comr. Lee; Washington, Oct. 11, Chairman McConnaughey (tentative); Boston, Oct. 15, Comr. Mack; Indianapolis, Oct. 18, Comr. Bartley; Birmingham, Oct. 25, Comr. Doerfer.

William C. Grove, KFBC Cheyenne, Wyo., small-stations board member, will be acting host director for the Mountain-states meeting Thursday-Friday at Salt Lake City. Mrs. Hugh McClung, KHSL-TV Chico, Calif., will represent the Tv Code Review Board. The by-laws debate will be led by Ken Nybo, KBMY Billings, Mont., for the restoration of at-large directors, and Richard M. Brown, KPOJ Portland, Ore., for the negative. Ian A. Elliott, KATL Miles City, Mont., will moderate the small-market radio roundtable. Phil Hoffman, KLZ Denver, will moderate the large-station roundtable.

With Mr. Treyz at the TvB presentation will be Howard Abrahams, director, retail sales department. D. Lennox Murdoch, KSL-TV Salt Lake City, will discuss tv management sales problems. William Grant, KOA-AM-TV Denver, is chairman of the resolutions committee. James D. Russell, KKTV (TV) Colorado Springs, is the other NARTB board member from the region.

Bartley at Wisconsin Meet

FCC COMR. Robert T. Bartley will speak Oct. 2 at a luncheon of Wisconsin Broadcasters Assn., to be held at Plankinton Hotel, Milwaukee. He will discuss political broadcasts.

Legislators' Conference Favors Radio-Tv Coverage

RESOLUTION favoring "improved and expanded" use of radio-tv coverage of state legislative sessions was adopted by the National Legislative Conference at its ninth annual meeting in Seattle a fortnight ago.

The conference directed its executive committee to inquire into the proposal as a means of increasing "public awareness of the legislative process." Host for the meeting was the Washington State Legislative Council. Text of the resolution, one of 11 proposals adopted, follows:

"Be it resolved that this ninth annual meeting of the National Legislative Conference authorizes and directs the Executive Committee to make inquiry with respect to the improved and expanded use of the various public communications including television, press and radio, in order that the public may better understand the legislative process in the several states."

Idaho Assn. Forms Network To Cover State Legislature

IDAHO broadcast stations will operate a statewide network during sessions of the state legislature, providing on-the-spot coverage from Boise, it was decided at the Sept. 5-6 convention of Idaho Broadcasters Assn. at Idaho Falls. The plan calls for all stations to carry a nightly news roundup which is expected to demonstrate radio's importance to the state's political and civic life.

IBA approved plans for an annual seminar for high school juniors and seniors interested in broadcasting. Dean Boyd Martin, U. of Idaho, outlined plans for the seminar, a two-week course to be held during the summer. The plan goes to the university's board of regents. Each station would send one boy or girl for instruction by faculty members and broadcasters.

C. N. (Rosie) Layne, KID-AM-TV Idaho Falls, was elected president of IBA, succeeding Clair Hull, KCID Caldwell. K. Clark, KBAR Burley, was elected vice president, and Gene Shumate, KRXK Rexburg, secretary-treasurer.

Named to the board of directors were Mr. Hull; Earl Glade Jr., KBOI-AM-TV Boise; John Matlock, KOZE Lewiston; Harold Toedtemeier, KIDO-AM-TV Boise; Mervin Ling, KAYT Rupert, and John Taylor, KWIK Pocatello.

George Lewis Moskovics, tv development manager of KNXT (TV) Los Angeles, was banquet speaker. John Young, KIDO, won the IBA golf tournament.

51 Indiana Radio Outlets Carry State Fair Programs

TWO 15-minute tours of the Indiana State Fair at Indianapolis were carried a fortnight ago by 51 of the 59 am and fm outlets in the state through a special network set up by the Indiana Broadcasters Assn.

Daniel C. Park, association president and commercial manager of WIRE Indianapolis, said that the special network was part of the organization's program to bring all the Indiana outlets into the IBA fold. The fair coverage was originated by WIRE and taking part were Tom Peden and Carolyn Churchman of WIRE; Harry Martin, farm director of WFBM Indianapolis, and Bob Morrison of WXLW Indianapolis.

A similar hook-up for the state high school basketball tournament and state fair was set up in 1954.

The Nation's Leading Broadcasting School Proudly Announces

THE "*Stella*" AWARDS FOR 1956

PRESENTED BY NORTHWEST

As Our Tribute to Those Who Have Contributed Such Outstanding Efforts to Excellent Television Entertainment.

Northwest presents these "Stella" awards as the result of a poll of thousands of Northwest students of Television, in every one of the 48 states. Who could be better qualified to reflect the popularity of these stars than these people from every walk of life.

Yet these "Stella" awards represent far more than popularity alone! The people polled were all students of Television, well versed in the requirements of *good* Television programming and astutely critical. So these people and programs are really stars—Tops in popularity, Outstanding even in the constructively critical eyes of the students of their own media.

It's With Pride That Northwest Salutes These Stars by Presenting Them With These First Annual Acknowledgments of Achievement.

The "STELLA" Awards for 1956

Northwest commissioned the noted Norwegian artist, Arvid Orbeck to design this award, depicting the Greek masks of comedy and tragedy. The awards are hand crafted in Sterling silver.

PRESENTED TO
ED SULLIVAN for Best variety show and Best Master of Ceremonies
WIDE, WIDE WORLD for offering greatest contributions to creative Television techniques
YOU'LL NEVER GET RICH for Best new television series
STUDIO ONE for most original teleplay
I LOVE LUCY for Best comedy show
LAWRENCE WELK for Best musical program
CAVALCADE OF SPORTS for Best sports program
CLIMAX for Best dramatic program
$64,000 QUESTION for Best quiz program
YOU ARE THERE for Best documentary
CONFIDENTIAL FILE for Best public service
JOHN CAMERON SWAYZE for Best news and special events
OMNIBUS for Best education program
DISNEYLAND for Best children's show
ARLENE FRANCIS for Best women's show
STEVE ALLEN for Favorite television personality

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WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

MICHIGAN ASSN. HEARS TIPS ON SELLING

Panel discussions at broadcasters convention in Gaylord feature agency advice that attacks some current ways of doing business.

RADIO AND TV stations were offered a series of agency tips on ways to sell time during two panel discussions held Thursday at the opening sessions of Michigan Assn. of Radio & Tv Broadcasters convention, held at Hidden Valley, Gaylord, Mich.

With a record registration of 170, Michigan broadcasters heard a series of talks and exchanges of views that attacked some of the current ways of doing station business. Seven agency executives calmly aired their favorite gripes and offered constructive suggestions from the standpoint of those who buy broadcast time.

Sen. Charles E. Potter (R-Mich.), member of the Senate Commerce Committee, spoke on tv allocations problems at the Friday dinner session. John Karol, CBS Radio vice president in charge of network sales, told of program upgrading by the network.

The Thursday morning panel, covering radio timebuying, was moderated by John Carroll, WKMH Dearborn. Participants were Clyde Clem, Grant Adv.; Art Wible, Maxon Inc.; Kelly Taeger, McCann-Erickson, and Richard P. Doherty, management consultant.

A tv timebuying panel was moderated by Don DeGroot, WWJ-AM-TV Detroit. Taking part were William H. Stockwell, of Stockwell & Marcuse; A. H. Ritter, Zimmer-Keller-Calvert, and Ken Fleming, Leo Burnett agency.

Discussing radio rate-cutting, Mr. Wible said he knew of an instance in which an agency developed a campaign listed at $262,000 on card rates. After stations got down to serious price-slashing, he said, the price dropped to $155,000. He added, though, that radio rates are "firming up."

He cited an analysis of radio trends showing that news, sustaining shows with spot allotments, the Godfrey-*Breakfast Club* type and some soap operas are favored buys. The problem of the national radio buyer is one of purchasing spots by time slots instead of proximity to popular programs, he said.

Scattergun buying on a price basis is easy from an ivory tower, according to Mr. Wible, but selective buying requires checks of individual disc jockeys with the audience the advertiser wants to reach. Disc jockey popularity rises and falls, he said, with stations seldom providing current ratings showing type-of-audience reached.

Mr. Clem called for imaginative promotion and publicity, citing NBC's *Monitor* as an example. He found radio listening in tv homes had increased six minutes in a year, showing slow growth and stability. Mentioning the Dodge account, he said sponsors and agencies want reasons for radio buying "other than ratings." Station pitches are poorly timed, he said, mentioning that the agency is now deluged with station sales efforts despite the fact that the media decisions were made months ago. He urged stations to submit local success stories.

Mr. Taeger said saturation radio is a helpful supplement to print campaigns. He favors power stations in early morning and late afternoon time segments. One or two radio stations once covered most of an area, he said, but now more stations are needed.

A survey of Chrysler dealers, conducted every two years, shows radio "way down the line" below newspapers, tv, outdoor and movies, he observed. He said stations will be asked to make dealer calls this autumn in connection with automotive advertising, and wondered how many stations will be willing to make these calls.

Mr. Doherty criticized the calibre of station commercial copy, claiming it is "relegated to a low-paid clerk." He said station managers should "sentence themselves" to the task of listening to the commercial copy their employes create for sponsors.

He criticized managers who conceive of package rates as cut-rate pricing. As to station promotion, he felt stations should spend at least 2 to 2½% of annual revenue for advertising and promotion. He called for better programming to offset the news-music trend and advised stations to study seasonal patterns of local business houses.

Mr. Fleming, at the tv panel, emphasized the importance of station personality and community identification. These elements sway many station decisions by agencies, he claimed. "Sit down and write out a statement on just what your station represents and stands for," he urged, hinting this might turn out to be a tough job.

P&G Products Stand on Merit

As an example of personality importance, he said Procter & Gamble Co. makes each product stand on its own merits, with no reliance on company name. "The same relationship should exist between a station and its network," he added, with the network lending stature to the station but not serving as the station's reason for existing.

"If I were a station manager or commercial manager," he said, "I would spend 75% of my time at agencies selling the personality of my station. I would leave the selling of ratings, coverage and the other statistics to my representative. He knows the agency intimately, on a daily basis, and he knows best how to tell them I'm first in this or second in that."

As to trade advertising, he said he had noted a flood of station ads showing pretty girls. "I am certainly not opposed to beautiful girls," he said, "but I wonder if an ad such as this performs its function of selling the station. Also, there are a great numbers of ads screaming 'I'm first' in this or that. It would be interesting to run a survey and find out how many timebuyers knew the station was first before the ad ran and how many knew the station was first after the ad ran. If the latter number is higher than the first, we had better get some new timebuyers and you had better get a new representative."

Mr. Ritter discussed station-agency relationships, talent problems, station promotion and other topics. He suggested small-market telecasters try to develop more local talent at community theatre, school and other levels to assure a better overall supply in the market, particularly for handling of live commercials. Some stations, he felt, can also do a better job of promoting themselves. Mr. Ritter said he is a firm believer in tv advertising.

Relations with station representatives also were broached by Mr. Ritter, who urged they be given "more leeway and authority" by their clients in dealing with agencies. It would prove helpful, he indicated, if representatives could more often provide definitive "yes" or "no" answers on availabilities, thus eliminating need for the agency to contact stations direct.

Mr. Stockwell started out by protesting against loud orchestra pickups that drown soloists and even choirs, urging that soloists be given a chance to be heard properly. As to the future of tv, he warned station owners and sales managers not to let promotors buy time segments under some such name as *Good American Hour* and then fill it with brief announcements "haphazardly and irresponsibility sold." Such programs kill off hundreds of future radio advertisers, he contended, convincing them that radio doesn't work. "Don't let this happen in television," he pleaded.

Mr. Stockwell said he looks particularly for programs with "word-of-mouth" possibilities; programs that will cause comment. "That is the best indication I know of that a program has a good chance of climbing up in the ratings within the near future," he said.

Sen. Potter attached importance to the FCC Sept. 20 conference on uhf conversion, feeling it may determine whether a tv shift to uhf is feasible. He voiced hope the industry will cooperate with FCC in its studies. Current tv programming is served by only three networks, he said.

The shift to uhf will take seven to 10 years, he predicted, and favored deletion of the present 15% excise tax from all-channel tv sets.

John Karol, CBS radio vice president in charge of network sales, told the Thursday luncheon the network's policy of "maintaining and improving" the quality of programs has resulted in $6 million in new business in the last few months.

Mr. Karol acknowledged that CBS Radio's broadcast schedule is "an expensive one," but argued that a reduction in program quality "means a loss in audience . . . and eventually that will lead to a loss of advertisers and revenues." Among advertisers who have contributed to the $6 million in new business for CBS Radio over the past few months, Mr. Karol said, were Colgate-Palmolive, Standard Brands, Slenderella, Mentholatum and Pontiac.

In addition to the upgrading in programming, Mr. Karol cited "new sales approaches" that are used by the network to attract the attention of advertisers. He pointed out that CBS Radio has directed its advertising "more specifically to our clients," has increased its sales force and sales service facilities, and has aimed its research "more accurately as specific targets."

Another factor that has contributed to radio's sales upsurge, Mr. Karol said, is the advertiser's recognition of radio's ability to deliver frequency. He continued, "In the past few months, a number of national advertisers have told me the same story—that they are facing increasing competition from new products. As a result, they are convinced that they have to repeat their sales messages more and more often. The ability to give advertisers tremendous repetitive impact at reasonable costs is . . . an ability absolutely unique to radio."

Ernie Greup Heads NCAPB

ERNIE GREUP, program manager of WTVD-TV Durham, N. C., was elected president of the North Carolina Associated Press Broadcasters at the association's annual meeting last week in Raleigh. He succeeds Jack Knell of WBT-WBTV (TV) Charlotte.

Phil Ellis, WPTF Raleigh, was named first vice president, and Hal Stanley, WRRZ Clinton, second vice president. Paul Hansell, AP Charlotte bureau chief, was re-elected secretary-treasurer.

they BUY **BIG** in Detroit...

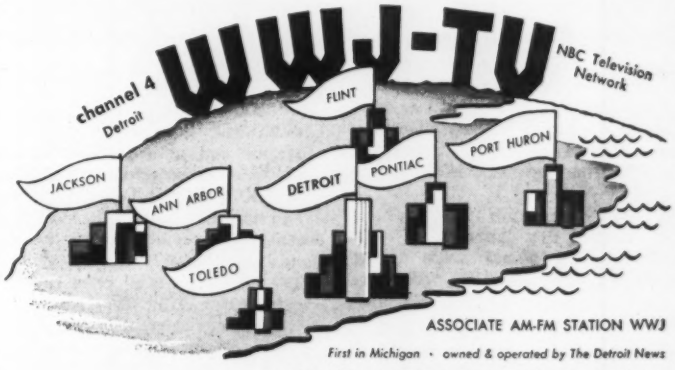
...and **WWJ-TV** is your BIG BUY

Greater Detroit families had a king-size average income of $6500 in 1955.* That's 28 per cent above the national average.

Folks here are big earners, big spenders—and equally important, big boosters for WWJ-TV's feature programming, sparkling personalities, and exceptional news coverage.

Buy Detroit. And when you do, buy WWJ-TV, now serving 1,610,000 television sets and 6,370,000 people.

*Detroit Area Study, Survey Research Center, University of Michigan, 1956



ASSOCIATE AM-FM STATION WWJ

First in Michigan • owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

TvB REPORTS TV NOW FULL TIME MEDIUM

Philadelphia presentation labels video 'major entertainment, information and communication medium of the country' in pointing out large gains in viewing hours and advertisers' dollars spent.

TELEVISION is now a "round-the-clock, full-day medium" that also is "the major entertainment, information and communication medium of the country," Television Bureau of Advertising asserted last week in a presentation to Philadelphia advertisers and agency executives. TvB President Oliver Treyz, who with Operations Director Gene Accas made the wide screen presentation at Philadelphia's Bellevue-Stratford Hotel on Tuesday, unveiled new viewing data compiled by A. C. Nielsen Co.

Of 126 hours in the week between 6 a.m. and midnight, he said in summarizing the Nielsen data, 30% of the total time in the tv home is devoted to television viewing. The presentation also pointed out:

"Daytime circulation has been growing at a faster rate than night. Today, television's greatest values—as reflected by cost per thousand—are found in the daytime. Television's daytime audience is considerably larger than many advertisers realize and far larger than tv's competitors would have them believe.

"For example, over two out of five television homes regularly view before 9 a.m. These are Nielsen unduplicated home figures for the first measured week in March of this year. And each of these early morning television homes watches one hour 57 minutes per week.

"In the next three-hour span, between 9 a.m. and noon, more than seven of every 10 homes view television, and of these viewing homes, the average spends well over four hours per week watching.

"Between noon and 3 p.m., more than 80% of all U. S. tv homes watch . . . an average of five hours 20 minutes per week.

"In the late afternoon, almost nine of every 10 homes view television during the week. Between 3 and 6 p.m., these homes watch nearly six and a half hours.

"In the early-evening span—6 to 9 p.m.—95.9% of all U. S. tv homes watch. And we need two clock faces to illustrate the time they spend—for it is 12 hours 32 minutes per week.

"In the last three hours of the Nielsen-measured day, 95.2% of all tv homes view, and they average the impressive total of 10 hours 51 minutes weekly viewing hours per home.

". . . Television is unquestionably a round-the-clock, full-day medium. From 9 a.m. on, television regularly reaches, during the week, the *majority* of the 36.5 million U. S. television homes, and even in the early-morning period, from 6 a.m. to 9 a.m., it delivers a large minority of the vast television potential."

Presenting the information in "six-hour chunks," TvB showed this pattern:

Morning—70% of tv homes watch during the course of a week, spending "considerably more than five hours in their viewing."

Afternoon—91% of homes watch, averaging almost 11 hours a week.

Evening—96% watch for a weekly average of more than 23 hours per home.

"In the morning alone, before 12 o'clock noon, more homes now regularly view television than watched evening television three years ago," Mr. Treyz said. He called the morning hours "the great developmental area of tv—the great advertising potential to reach and sell the American purchasing agent, the American housewife, the woman with the billion dollar reach.

"Today, according to Nelsen, *in television homes* more families view daytime television in one week than listen to all of radio, day and night. Furthermore, they spend more time watching daytime television than listening to all of home radio around the clock. This is even true on a Monday-through-Friday, as well as a Sunday-through-Saturday basis.

"This Nielsen comparison certainly doesn't make radio look small—it merely puts the new dimensions of daytime television circulation into accurate and dramatic perspective."

TvB, which has drawn the fire of other media, especially newspapers, on a number of occasions, had a good word for all media in the Philadelphia presentation: Today's "advertising boom . . . happily applies to all media," the Bureau said.

"Radio, for the first time after six consecutive years of decline, has turned the corner and is on the rise. Magazines are definitely up, at a level about twice that of 10 years ago. Newspapers have gained at an even more spectacular rate. And, on top of all this advertising boom, television—virtually overnight—has skyrocketed to first position in 1955, and as this *Fortune* (magazine) chart shows, is extending its leadership in 1956."

But, TvB pointed out, television enjoys the advantage of a lowered cost per million. Where "newspapers' cost per million index has constantly risen to 20% above that of 1950," the presentation said, "tv's cost per million home hours of tv use is down by 74%."

The presentation quoted McCann-Erickson's central research department as estimating that national and local advertisers invested $1.025 billion (time and talent) in tv advertising in 1955—$540 million in network; $225 million in local, and $260 million in national spot.

The Philadelphia presentation, one in a series which TvB is making to advertiser-agency people around the country, was introduced by W. D. (Dub) Rogers Jr., TvB board chairman and president of KDUB-TV Lubbock, Tex., and its satellite KPAR-TV Sweetwater, Tex., who pointed out that TvB "seeks, through its basic functions of research and promotion, to provide an efficient, gratis service to those of you who buy time, and, to that extent, is thought of by its policy group as a bureau in your service as much as it is in the service of the broadcasters themselves."

Roger W. Clipp, of WFIL-TV Philadelphia and the other Triangle Publications stations, who also is secretary of the TvB board, was host for the session. Lawrence H. (Bud) Rogers of WSAZ-TV Huntington, W. Va., treasurer of the TvB board, also was present.

TvB BOARD APPROVES '57 OPERATIONS PLAN

TELEVISION Bureau of Advertising's board of directors, convening in New York last Wednesday, approved TvB's operational plans for 1957, including its research, sales promotion, and membership expansion programs.

Among the projects approved by the board, according to TvB, was one that would implement an earlier bureau program whereby it "related specific markets to the selling efficacies of television," and others calling for "a vastly augmented research program" into new fields not previously covered, and "a thematic selling campaign" for 1957.

Details of TvB's expanded research schedule were not divulged, but during the board meeting, its highlights were presented by Dr. Leon Arons, the bureau's director of research, and Charles H. Smith, director of research of WCCO-TV Minneapolis and chairman of the TvB research committee. The research program had been discussed on Tuesday by the TvB research committee, which consists of Messrs. Arons and Smith, and Daniel H. Denenholz, director of research, The Katz Agency; Melvyn A. Goldberg, director of research, Westinghouse Broadcasting Co.; Oscar Katz, CBS-TV vice president in charge of daytime programs and until recently, director of research for the network, and C. Wrede Petersmyer, KOTV (TV) Tulsa.

Norman E. Cash, TvB vice president, reported that membership in the bureau now stands at 225.

The board approved plans for TvB's annual membership meeting Nov. 16 at the Waldorf-Astoria Hotel, New York, and set Nov. 15 as the date for the next board meeting. A resolution commending President Oliver Treyz and his staff for their "excellent work" also was passed by the board.

Board members attending the meeting in addition to Mr. Treyz were W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Texas, chairman of the board; Campbell Arnoux, WTAR-TV Norfolk, Va.; Otto Brandt, KING-TV Seattle; Roger W. Clipp, WFIL-TV Philadelphia (TvB secretary); Donald W. Coyle, ABC-TV; Gordon Gray, WOR-TV New York; Merle S. Jones, CBS-TV; Robert Lemon, WTTV (TV) Bloomington, Ind.; H. Preston Peters, Peters, Griffin, Woodward Inc.; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va. (TvB treasurer); Henry W. Slavick, WCMT (TV) Memphis; George B. Storer Jr., Storer Broadcasting Co.; Robert R. Tincher, KVTV (TV) Sioux City, Ia., and Thomas B. McFadden, newly-appointed vice president for NBC-TV owned and operated stations.

Unable to attend were board members Kenneth L. Carter, WAAM (TV) Baltimore, and Richard A. Moore, KTTV (TV) Los Angeles.

RAB Executive Unit Meets

RADIO Advertising Bureau's executive committee will meet at the Waldorf-Astoria Hotel in New York tomorrow (Tuesday). On the agenda will be a discussion of the bureau's current campaign to bring major advertisers into radio and consideration of a large-scale radio advertising and marketing experiment planned for early 1957.

Kenyon Brown, KWFT Wichita Falls, Tex., is chairman of RAB's executive committee. Other members are: Charles C. Caley, WMBD Peoria; Arthur Hull Hayes, CBS Radio, New York; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston and Allen M. Woodall, WDAK Columbus, Ga.

Haber Heads RETMA Group

JULIUS HABER, RCA, has been reappointed chairman of the Public Relations & Advertising Committee of Radio-Electronics-Tv Mfrs. Assn. The committee is directing RETMA's participation in National Radio Week and National Television Week.

The "WILD WEST SHOW" runs wild

In April the program scheduled in the 5 to 6 P.M. spot on WHIO-TV drew only 7.3 against the opposition 33.8*. On April 30 we started programming western movies in this slot.

*Nielsen (July) gives "Wild West Show" 14.8, the opposition 11.3 at a cost of **51c per 1000**

STARTING OCTOBER 29

GENE AUTRY

ROY ROGERS

Now, with a new all-star cast, the "WILD WEST SHOW" goes really wild. With a heavy promotion schedule already planned, these two cowboy stars will blast off the fall campaign for this 5-6 P.M. spot, zooming the ratings even higher. To corral prime time in this section see our head wrangler George P. Hollingbery.

CHANNEL **7** DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

Dealers Laud NARTB, RETMA For Tv Week Promotion

NARTB and RETMA have been lauded by the National Appliance & Radio-Tv Dealers Assn. for the "important contributions" they have made to the second annual National Television Week this year.

Don Gabbert, NARTDA president, praised Joseph Sitrick, NARTB manager of publicity and informational services, for his work with RETMA and NARTDA and Julius Haber, chairman of RETMA's publicity-advertising committee, for organizing promotional aids and helping manufacturers. Mr. Gabbert described NARTB's "How to Use Television" booklet as "one of the most useful devices yet created for offsetting what negative publicity televiewing has received and for presenting television as the excellent entertainment medium it is."

Plans for television week promotions in several key markets and small communities, ranging from elaborate banquets to sales meetings, were announced by A. W. Bernsohn, managing director, NARTDA, coordinator of local activities for the event.

Celebrations have been scheduled for Phoenix (Ariz.) Sept. 21, Bakersfield (Calif.) Sept. 23, Milwaukee Sept. 11, Muskegon (Mich.) (no date given), Atlanta Sept. 12, Madison Sept. 16, St. Louis (week after actual event), Los Angeles Sept. 27, Seattle Sept. 27, New Orleans Sept. 19, San Diego Sept. 18, Salt Lake City Sept. 21, Cincinnati (whole week), Tucson Sept. 10 and other cities.

Many events will be held in conjunction with local NARTDA meetings and set promotions in conjunction with newspapers, as well as local appliance dealers.

In Cincinnati the week will be used as a foundation for a special television-radio-phonograph promotion involving the *Cincinnati Post* and local utilities. Promotion will stress a second tv set for families and include, during the period Sept. 5-Oct. 10, series of 58 radio spots on 10 stations, transit ads in 600 buses, 60 billboards and newspaper advertising.

Leo Durocher, NBC-TV executive, is slated to be luncheon speaker at Los Angeles' observance at the Beverly Hilton Hotel. The Electric League there has produced 3,000 window banners with the theme, "The Fabulous Tv Fall," stressing programs in the period from the political nominations in August to the elections Nov. 6.

KTBC-TV Austin, Tex., served as host for an organizational meeting of tv leaders in that area, NARTDA reported, while Florida Power & Light Co. is aggressively using broadcast media in Miami to promote radio-tv set sales during September and October.

NARTB Booklet Aids Public In Television Appreciation

A BOOKLET designed to help the public appreciate tv broadcasting has been published by NARTB. It will be distributed by tv stations during National Television Week Sept. 23-29. Titled "How to Use Television," the booklet was written for NARTB by Dr. Robert M. Goldenson, psychology teacher at Hunter College, New York.

Dr. Hunter uses a typical family to show ways tv can stimulate family interests, lead members of the family in new directions and show them how to take advantage of tv programming. The publication has been distributed to 3,000 American educators, government officials and civic leaders.

NARTB's first printing totals 12,000 copies. Booklets may be ordered from the association for 10¢ each, actual cost.

Co-sponsors of National Television Week are NARTB, Radio-Electronics-Tv Mfrs. Assn. and National Appliance & Radio-Tv Dealers Assn. Plans include banquet meetings of tv retailers in major cities, special network tv programs, local and national promotional and advertising campaigns and special public events commemorating the contributions made by tv to entertainment in the American home.

The event coincides with the main receiver selling season. RETMA pointed out that 90% of the nation's population is within range of at least one of the 477 licensed tv stations, with 49,500,000 tv sets produced by manufacturers. Consumer investment in home sets exceeds $7.5 billion. Four of every five homes now have tv equipment. Production this year is estimated at 7,300,000 receivers.

FIRST entries in a contest seeking best identification ideas for subscribers to the NARTB Standards of Practice are reviewed by a special NARTB committee headed by Worth Kramer, WJR Detroit. Attending the committee meeting in Washington were (l to r): seated, Walter E. Wagstaff, KIDO Boise, Idaho; Chairman Kramer; Carleton Brown, WTVL Waterville, Me.; Cliff Gill, KBIG Los Angeles; standing, NARTB President Harold E. Fellows, and John F. Meagher, radio vice president. Prize for the best entry from station personnel will be a transistor radio.

AAAA Planning Group Named For Eastern Annual Meeting

NAMES of the planning committee for the Co-operation With Sales Work group meeting of the 1956 Eastern Annual Conference of the American Assn. of Advertising Agencies were announced last week by Adolph J. Toigo of Lennen & Newell, New York, chairman of AAAA's Eastern Region. The conference will be held at New York's Hotel Roosevelt Nov. 27-28.

William Nevin of Compton Adv., New York, has been appointed chairman of the planning committee for the group meeting, which will discuss specific tools and approaches in the marketing field that agencies have used to increase the effectiveness of advertising. Other members of the committee are: Hal Davis, Kenyon & Eckhardt, New York; Joseph I. George, Wilson, Haight, Welch & Grover, Hartford; William E. Holden, Doherty, Clifford, Steers & Shenfield, New York; Sherman Landers, Gray & Rogers, Philadelphia; David Palmer, Erwin Wasey & Co., New York, and Lyle Purchell, BBDO, New York.

MBA, U. of Mississippi Plan Sales Management Conference

SALES management conference for broadcasters will be held Sept. 28-29 by the U. of Mississippi in cooperation with Mississippi Broadcasters Assn. under the direction of D. C. Treller, director of the university's conference-institute-short courses activity. The sessions will be held at University, Miss.

Howard Cole, WHOC Philadelphia, MBA president, will open proceedings. Ray Butterfield, WLOX Biloxi, will preside at the first morning's session, which will include a talk by Hil F. Best, president of Hil F. Best Co., New York, on ways of getting national business at small-town radio stations. Frieda Hennock, Washington attorney and former FCC commissioner, will discuss radio vs. tv.

C. J. Wright, WFOR Hattiesburg, will preside at the first luncheon. An afternoon panel on regional agencies will be moderated by Paul Schilling, WNAT Natchez. Taking part will be H. N. Gwynn, Simon & Gwynn, Memphis, speaking on regional radio buying; Stanley Starr, Walker-Saussy Adv., New Orleans, speaking on statistics; Carl D. Mullican Jr., Mississippi Power & Light Co., discussing ways local radio stations can get more regional business.

A panel on retailer use of radio includes Herbert Brasfield, Mississippi Retail Jewelers Assn.; Charles W. Else, Southland Oil Co.; Edward Shackeroff, Batesville; Lindsay Spight, Spight's Dept. Store, Tupelo, and president, American Retailers Assn., and John Wise Jr., National Automobile Dealers Assn. Prof. John H. Fox Jr. of the university's law department will address the dinner session.

The second day opens with Granville Walters, WAML Laurel, MBA secretary, presiding. Automatic radio will be demonstrated by Seeburg Corp. and Skyline Network. Taking part in a panel on profits through cooperative advertising will be R. P. Bratten, McGregor Inc., Memphis; Mrs. Norma Marsh, B. F. Goodrich Co., and Hal Yockey, Pan-Am Southern Corp. Harold Krelstein, president of WMPS Memphis, will speak on ways of putting sales ideas to work and Duncan Whiteside, director of the university's radio department, will discuss the institution's radio activity.

HOW TO MIX BUSINESS AND POLITICS

An election isn't much of a show if you want frequency, but everyone knows that there are more radios in this country than Congressmen. So, counting candidates' wives and all, right smart interest gets stirred up for the solo go irregardless.

Couple years ago Sears, Roebuck & Co., a friend of ours, bought half of a primary election broadcast on WMT and decided to advertise dehumidifiers. In case you live in a dry climate, a dehumidifier is an electrical appliance that sucks moisture out of basements. (Sounds like nasty work.—Ed.)

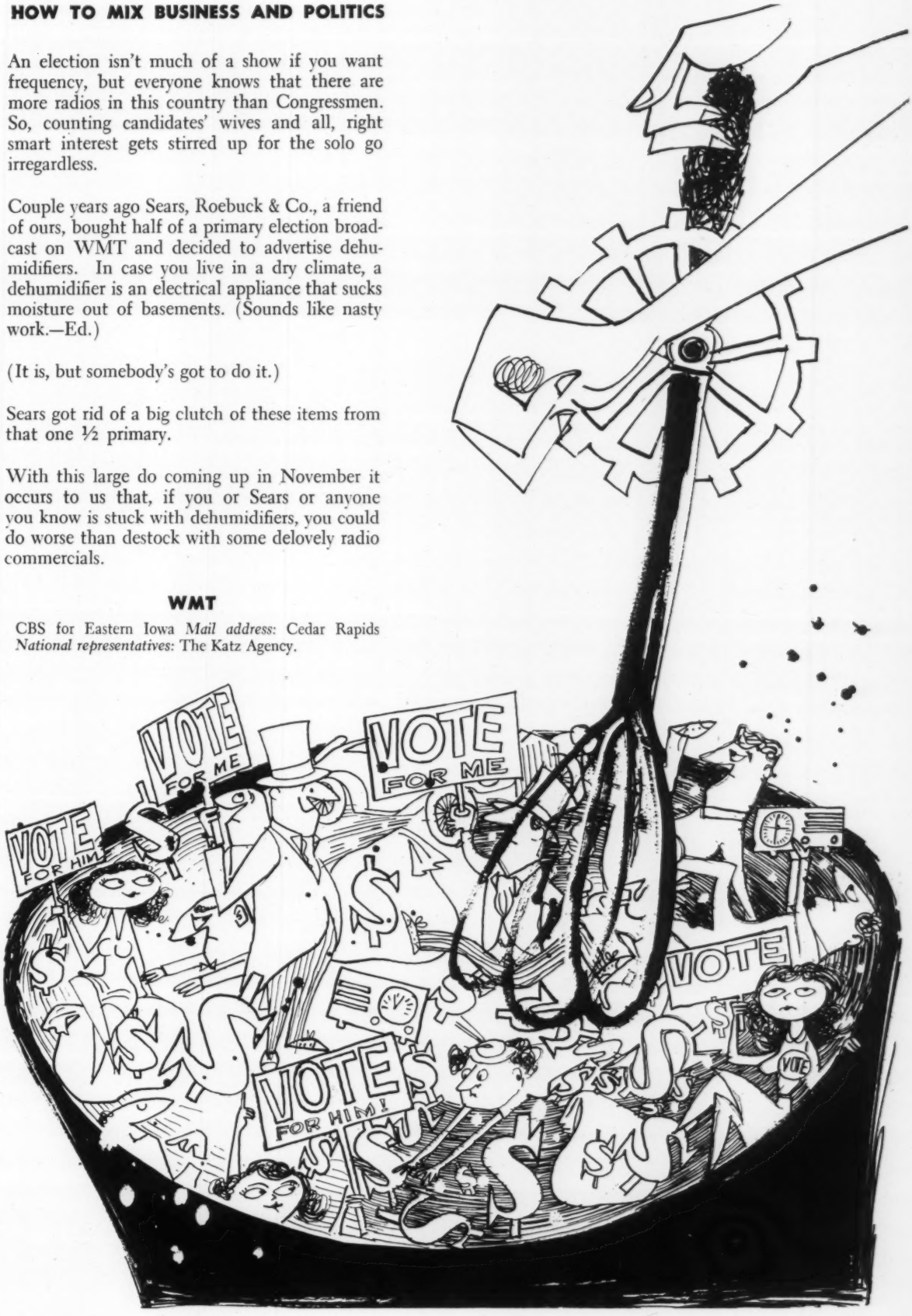
(It is, but somebody's got to do it.)

Sears got rid of a big clutch of these items from that one ½ primary.

With this large do coming up in November it occurs to us that, if you or Sears or anyone you know is stuck with dehumidifiers, you could do worse than destock with some delovely radio commercials.

WMT

CBS for Eastern Iowa *Mail address:* Cedar Rapids *National representatives:* The Katz Agency.



RCA Devises Technique For Reducing Interference

Development might cut co-channel mileage separation between stations by 15%.

A NEW technique for reducing interference between tv stations on the same frequencies was disclosed last week by RCA.

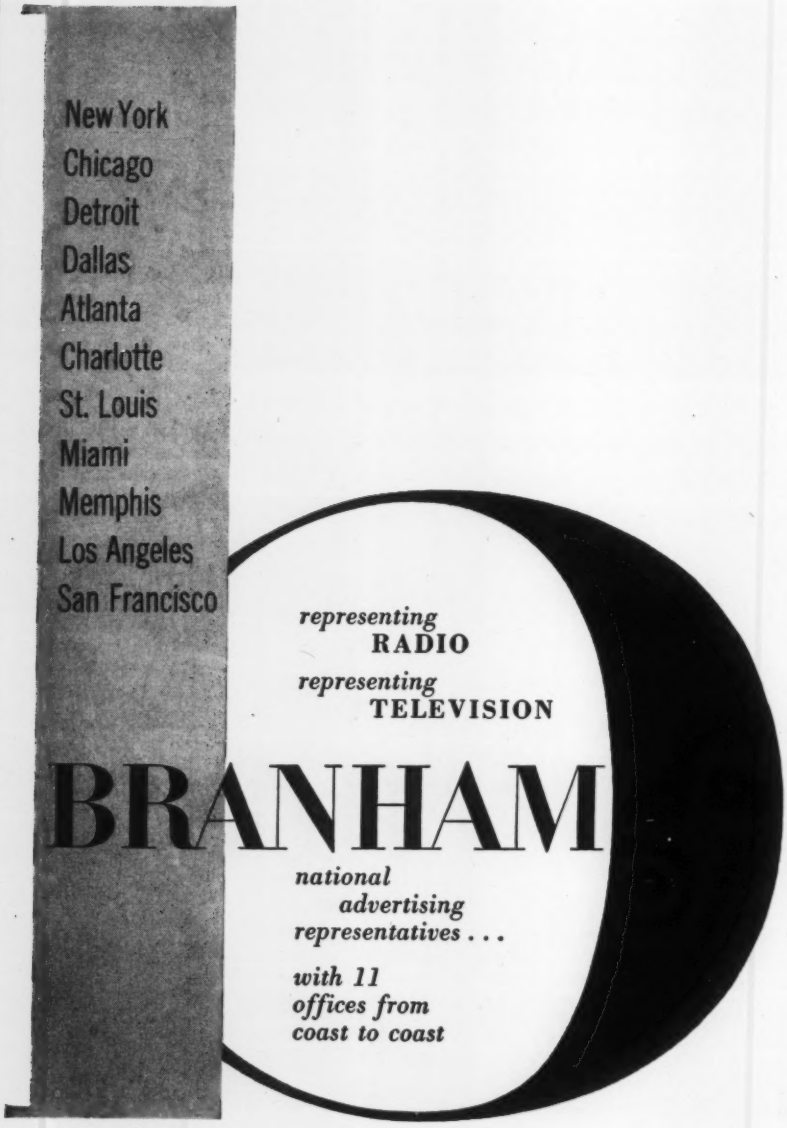
The development involves the use of an exceedingly stable crystal oscillator which establishes a fixed relationship between the carriers of co-channel stations and at the same time cuts down the fluctuations in frequencies at each station to as little as five cycles-per-second.

This puts the interference patterns in the field frequency of the transmissions, it was understood, and thus hides them. This type of interference is generally a bar effect. Result is an improvement of about 10 db in reception—which might result in the possibility of reducing co-channel mileage separations by about 15%.

The method has been tested for the last seven weeks between NBC-owned ch. 4 stations WRCA-TV New York and WRC-TV Washington. They are about 200 miles apart.

The results of the tests and of the new crystal oscillator were discussed by W. L. Behrend, RCA Labs., Princeton, N. J., at the sixth annual fall symposium of the Institute of Radio Engineers, Professional Group on Broadcast Transmission System, in Pittsburgh this past weekend.

IRE members also heard Ross Snyder, Ampex Corp., describe details of that company's video tape recorder; John T. Wilner, WBAL-TV Baltimore, chief engineer, and Raymond L. Day, FCC Laboratory Div., among others.



Radio Set Sales Gain; Tv Sales Off Slightly

RADIO SALES by retail dealers showed an increase in the first seven months of 1956, compared to last year, but tv sales dropped slightly, according to Radio-Electronics-Tv Mfrs. Assn. Radio and tv set production figures for the seven months were below the 1955 levels.

RETMA found that radio set sales (not including auto sets) totaled 3,967,555 units in the seven-month period compared to 2,732,983 a year ago. July radio sales this year totaled 576,453 sets compared to 839,830 in June and 303,965 in July 1955.

Tv set sales totaled 3,273,560 units in seven months compared to 3,584,562 a year ago. July tv sales totaled 405,310 sets compared to 439,362 in June and 381,567 in July 1955.

Production of both radio and tv sets was down from 1955, according to RETMA, with July figures affected by the general industry vacation period.

Tv set production totaled 3,752,133 units in seven months compared to 4,173,038 in the same 1955 period. Production in July totaled 336,931 sets compared to 553,025 in June and 344,295 in July 1955.

Radio set production totaled 7,225,862 in seven months of this year compared to 7,777,378 a year ago. July radio output totaled 566,697 sets compared to 1,073,775 in June and 718,489 in July 1955.

Of July's 336,931 tv sets, 41,803 had uhf tuners and 273 had fm tuning circuits (for pick-up of fm radio band).

Radio and tv set production in July and the first seven months of 1956 follows:

	Television	Automobile Radio	Total Radio
January 1956	558,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 weeks)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
	3,752,133	2,512,216	7,225,862

RCA Tube Types Program Stresses Standardization

RCA has introduced a new Preferred Tube Types Program covering a group of electron tubes having universal application in tv receiver design, it was announced last week by L. S. Thees, general communications manager, RCA Tube Div.

Mr. Thees, who described the program as "an answer to the need for greater standardization in television receiving circuitry and tubes," reported that RCA's new listing of preferred tubes includes types for tv receiver applications, such as RF tuners, amplifiers, deflection oscillators, rectifiers, damper circuits and control circuits.

"The program," Mr. Thees explained, "enables electronic equipment manufacturers to concentrate on fewer tube types. Concentration of fewer tube types makes possible lower tube production costs, lower warehousing and stocking expense. All of these factors can contribute to lower prices for the user."

The new preferred types program for tv and radio equipment manufacturers, Mr. Thees continued, is a counterpart of a similar program for radio manufacturers which was inaugurated by RCA in 1940. RCA's 1956 preferred types, he said, cover virtually every type of radio and television receiving circuit: AC, AC-DC, and battery-operated radios; portables and auto receivers; black-and-white, and color tv sets; am and fm receivers and phono amplifiers.

RELIABILITY!

- Exclusive Patchover—prevents serious loss of air time; eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament—in readiness to operate if needed.
- Longer-life AX-9904R Amperex final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?

get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT!

- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!

- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement!
- Fits into standard elevators and thru doorways!

EASIER OPERATION!

- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality; readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand . . . and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements . . . when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction . . . S-E equipment alone meets all these requirements! Put your thoughts into action now . . . send for new free bulletin showing how you can boost power the more dependable, more economical way . . . with S-E!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

285-289 EMMETT STREET SE NEWARK 5, NEW JERSEY

ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER = HIGH BAND ECONOMY

Sylvania's Mitchell Foresees Continuing Electronics Gains

TREMENDOUS growth potential of the electronics industry in the next decade is projected by Don G. Mitchell, board chairman-president of Sylvania Electric Products, New York, in an article appearing in the September issue of *The Exchange*, published by the New York Stock Exchange.

Mr. Mitchell predicts that revenues from the electronics industry in 1966 will amount to about $22 billion as compared with an estimated $11.5 billion in 1956. He lists current broadcasting revenues in 1956 as an estimated $1.9 billion and predicts they will reach $5.6 billion by 1966.

On color tv, Mr. Mitchell estimates that about 150,000 color sets will be sold this year and believes that by 1966 color receivers will represent about 75% of all sets sold.

Saxon Promoted to Director Of RCA Regional Operations

ADVANCEMENT of Raymond W. Saxon to director of regional operations of RCA was announced last week by Martin F. Bennett, the firm's vice president of merchandising.

MR. SAXON

Mr. Saxon, who has been with RCA since 1940, served most recently as manager of the northeastern region, with headquarters in Boston. Previously, he had been general sales manager of the RCA Victor Television Div. and in a series of key merchandising and sales posts with the company. In his new position, Mr. Saxon will supervise the operation of RCA's eight regional offices, with headquarters in Camden, N. J. His successor at Boston will be announced later.

Tele-Communications Inc. To Move to Staten Island

TELE-COMMUNICATIONS Inc., electronics laboratory division of Tele-Broadcasters Inc., New York, soon will be moved to Staten Island, it was announced last week by H. Scott Kilgore, Tele-Broadcasters president.

Purchase of WBBR Brooklyn, N. Y., from the Watchtower Bible and Tract Society in Brooklyn was announced last week by Mr. Kilgore [B•T, Sept. 10]. In seeking FCC approval of the transfer, Tele-Communications is asking to change the call letters to WPOW. Studios and offices will be located at 41 E. 42d St., New York, and on Staten Island.

Gray Develops New Projector

DEVELOPMENT by Gray Research & Development Co., Manchester, Conn., of a new tv transparency projector for both black-and-white and color has been announced by Newland F. Smith, vice president. Mr. Smith said the new projector, called Telojector Model 4 B, is an improvement over previous models. He claims "it is easier to maintain and practically eliminates the possibility of losing commercials through mechanical breakdown."

BEN H. COWDERY (l), president of KETV (TV) Omaha, Neb., signs for RCA equipment for the station, scheduled to go on the air sometime next year. With Mr. Cowdery are (l to r) Eugene S. Thomas, general manager; Jack Petrick, chief engineer, and John Almen, RCA district sales manager. Equipment from RCA and other companies will cost approximately $700,000, according to Mr. Cowdery. Ground was broken earlier this month for a new Ideco tower and 12-bay antenna which rise to a height of 588 feet above ground.

Magnecord Appoints Lucas

MAGNECORD Inc., Chicago (tape recorders), last week announced the appointment of the Charles Lucas Sales Co., Dallas, as southwest regional representative for its products. Mr. Lucas has been active in the radio-tv broadcast and allied fields for 20 years and formerly was in the engineering department of WFAA Dallas for 13 years.

Emerson Raises Set Prices

INCREASE in the trade prices of six television models of the Emerson Radio & Phonograph Corp. were announced last week by Hal Dietz, vice president in charge of sales. He said the trade price increases were to become effective last Saturday and would result in retail price rises of about $10 per receiver. He attributed the increases to higher manufacturing costs.

WBCM Buys RCA Transmitter

WBCM Bay City, Mich., has purchased an RCA BTA-1MX transmitter, according to Manager Leo A. Jylha. The new equipment is being installed by the station's engineering staff, under the direction of Ralph Carpenter, and will be operated by remote control from studios in the Wenonah Hotel.

Col. Herbert H. Frost Dies

COL. HERBERT H. FROST, 62, pioneer radio manufacturer, died Sept. 10 in George Washington U. Hospital, Washington, D. C. Col. Frost, assistant to the vice president of Buda Div., Allis-Chalmers Mfg. Co., invented the Frost headset in the early 1920s. He was the first president of the old Radio Manufacturers Assn.

New Parts-Saving Assembly Being Used In R&D Radio Kits

RADIO KIT, using a new module assembly developed by the Bureau of Standards to reduce the number of parts and wiring in electronic equipment, has been announced by R & D Electronics Labs, Long Island City, N. Y. In R & D's radio, two modules do the work of 16 separate electrical parts. R & D said engineers now estimate that 10 or 12 modules in a tv set would replace over 200 separate parts and that eventually modules will replace condensers, resistors and coils in all mass-produced electronic equipment, thus affecting the size and price structure of radio and tv sets.

Module assembly is patterned after the government's "project tinkertoy" (developed for use in military electronic equipment). Each module has five or six stacked ceramic wafers. The methods in applying a silver material to each wafer designate its behavior (i.e., as a condenser, coil or a resistor).

GE Lab Moved, Enlarged

A NEW shift in current streamlining of General Electric's electronics business has been announced. GE is transferring its microwave lab at Stanford U. (Palo Alto, Calif.) to its power tube department, which has test laboratories and manufacturing plants in both Schenectady, N. Y., and Scranton, Pa. Lab facilities will be expanded to more than double the present size with new construction nearly completed. The lab, located in Palo Alto two years ago, employs more than 200 persons, including a professional staff of more than 75.

Tarzian Tv Gear Ordered

SARKES TARZIAN Inc., Bloomington, Ind., reports receiving an order from Toledo U., Toledo, Ohio, for complete tv studio equipment, including Vidicon cameras, 100-slide automatic slide projector and associated equipment. Shipments of 100-slide projector and video switching equipment to KDIX-TV Dickinson, N. D., and studio equipment to the U. of North Dakota also were reported.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of custom built five-section superturnstile antenna to WDAF-TV Kansas City (ch. 4) and 25 kw amplifier transmitter to WKBT (TV) La Crosse, Wis. (ch. 8), and 50 kw amplifier transmitter to KLTV (TV) Tyler, Tex. (ch. 7).

Stancil-Hoffman Corp., Hollywood, has named S.O.S. Cinema Supply Corp., N. Y., distributor of its line of synchronous magnetic recorders. New Stancil-Hoffman Model S6D incorporates transistor printed circuit amplifiers for unit claimed to be lighter than comparable recorders on market.

General Electric instrument department sponsoring scientific color measurements course Sept. 24-28 at Portsmouth, N. H., to be taught by specialists from industry, government and educational institutions. Curriculum will cover spectrophotometry and colorimetry industrial applications. Tuition is $110. Information is available from Ronald Doyle, Meter & Instrument Section, Canadian General Electric Co., 1130 Blvd. Charest, Quebec 8.

ORRadio Industries Inc., Opelika, Ala., reports August sales, usually light, reached biggest monthly total in company's history. Sales for

Welcome Relaxation from Constant Duty for the USAF Personnel on the Texas Tower*

Channel 10, WJAR-TV, is received with enjoyable clarity on the Texas Tower.

WJAR-TV CHANNEL 10 PROVIDENCE RHODE ISLAND

NBC BASIC — ABC Supplementary

NBC

Represented Nationally by WEED Television

Channel 10 delivers the market in Southeastern New England

*200 miles from Providence!

August 1956 were 90% above those of August 1955. Total 1956 sales to date are 58% above 1955 figures for corresponding period.

Sylvania Electric Products Inc., N. Y., has announced dividend of 50 cents per common share will be paid Oct. 1 to stockholders of record at close of business Sept. 10. Also declared was regular $1 quarterly dividend per share on $4 cumulative preferred stock, payable at same time.

MANUFACTURING PEOPLE

David Gerstein, director of government and industrial sales, Olympic Radio & Television division of Unitronics Corp., N. Y., promoted to vice president in charge of department.

Stanley J. Godwin, former line engineer, General Electric Co. power tube department, to GE district sales manager for electronic tubes, Dayton, Ohio.

James J. Lanigan, former program planning officer in southeast Asia, U. S. Information Agency, to Sylvania Electric Products Inc., N. Y., as public relations projects manager in radio tube and tv picture tube divisions. **Robert F. Scalise,** formerly salesman for H. L. Link Agency, Warren, Pa., to Sylvania parts division in Warren. **Dean C. Midey,** sales correspondent, **Robert W. Plunkett,** supervisor of sales office distribution service, and **Edward Westgren,** who has served in various Sylvania sales positions, all promoted to sales service supervisors, assigned respectively to private brand sales, equipment sales and renewal picture tube sales.

Harold W. Schaefer, vice president in charge of operating departments, appliance division, Philco Corp., Phila., appointed vice president and general manager of division, succeeding **Raymond A. Rich,** resigned. **Larry F. Hardy,** corporation vice president, to vice president in charge of consumer products divisions, which include tv, radio, appliance and automative divisions.

Verne Roberts, radio manager, Raytheon Mfg. Co., Chicago, to Spartan Div. of Magnavox Corp., Fort Wayne, Ind., as sales manager. His offices will be in Sentinel plant in Evanston, Ill.

Gordon L. Fullerton, with Sylvania Electric Products Inc. since 1943 in various engineering and executive capacities, appointed to newly-created post of manufacturing manager of tv picture tube plants at Hatboro, Pa.; Fullerton, Calif., and Ottawa, Ohio. **Harold E. Martin,** engineer-in-charge, Naval contract projects, metal parts section of Sylvania Electric Products', York, Pa., plant, named product sales manager for metal parts.

Wilbur F. McKeehan, district sales manager for Air Force of General Electric Co., Dayton, Ohio, named GE's manager for sales of electronic tubes for Navy with headquarters in Schenectady.

Frederick W. Alexander, technical editor, electronics-communications division of Motorola Inc., Chicago, promoted to advertising manager succeeding **Reginald Mars,** resigned. Other promotions: **Robert L. Borchardt,** from assistant manager to manager of Motorola Technical Information Center, and **Robert E. Newlin,** from technical editor-staff writer to product promotion supervisor for communications.

George Fezell, manager of tv-radio appliance department of Joseph Horne Co., Pittsburgh, Pa., department store, to Magnavox Co., Fort Wayne, Ind., as merchandise manager for department store accounts.

Notre Dame Gridcasts Slated For Closed-Circuit Viewing

PLANS for closed-circuit tv feeds of at least five U. of Notre Dame football games into hotels of the Sheraton chain have been announced by WNDU-TV South Bend, Ind.

Starting with the Notre Dame-Southern Methodist clash in Dallas Sept. 22, the games will be beamed by WNDU-TV for Sheraton Closed-Circuit Television in Chicago, according to Bernard C. Barth, vice president and general manager of the Notre Dame tv outlet. He said additional cities and games may be scheduled as demands increase. Unlike system used in last year's telecasts, school will have complete control over package, handling originations and play-by-play of all closed-circuit feeds, it was understood.

Four other Notre Dame games scheduled for closed-circuit tv are Indiana, Oct. 6 (tentative); Purdue, Oct. 13; North Carolina, Nov. 17, and Iowa, Nov. 24.

Color Tv, Motion Pictures Set for Theatre Alliance

LARGE-SCREEN, live color tv will appear on the same program with standard motion pictures in theatres if plans of Max Cohen, president of Cinema Circuit Inc., New York, materialize. Mr. Cohen reported last week that he intended to test his plan shortly in his company's chain of 14 theatres located in New York, Connecticut and Florida and eventually expand the operation to motion picture houses throughout the country.

Mr. Cohen said the tv programs he is considering for motion picture theatres are "mostly musicals and special events." Installation of the system in theatres will be handled by Cine-Video Inc., of which Mr. Cohn also is president.

Welk to RCA Thesaurus

RCA THESAURUS announced last week that bandleader Lawrence Welk has been signed to transcribe a new, half-hour radio show for release this winter. Mr. Welk will serve as master of ceremonies. Featured on the program will be songstress Alice Lon, Myron Floren on the accordion, Jerry Burk on the Hammond organ and Artistic Alladdin as vocalist and on the violin.

Stamps and Jingles

AGENCIES ordering radio or tv jingles from Les Woz Jingles, 58 E. 79th St., New York, are being rewarded with Merchants' Green Stamps by Les Woz—a minimum of 16,600 per jingle—if they so desire.

Helen Greer, New York representative for Woz, says that as a result of a newspaper ad campaign, a few agencies already have expressed a definite interest in getting the stamps.

Titus Heads New Song-Ad Unit

DAVE TITUS, radio-tv director of Cole & Weber, Seattle, has been named manager of the new business and educational film division to be opened this week in Hollywood by Song Ad Film-Radio Productions, it was announced last Wednesday by Song Ad President and Executive Producer Robert Sande. Mr. Titus becomes vice president of the west coast tv film commercial and radio spot production company. He has been with Cole & Weber three years and prior to that was in agency radio-tv work in both Southern California and New York.

PROGRAM SERVICE PEOPLE

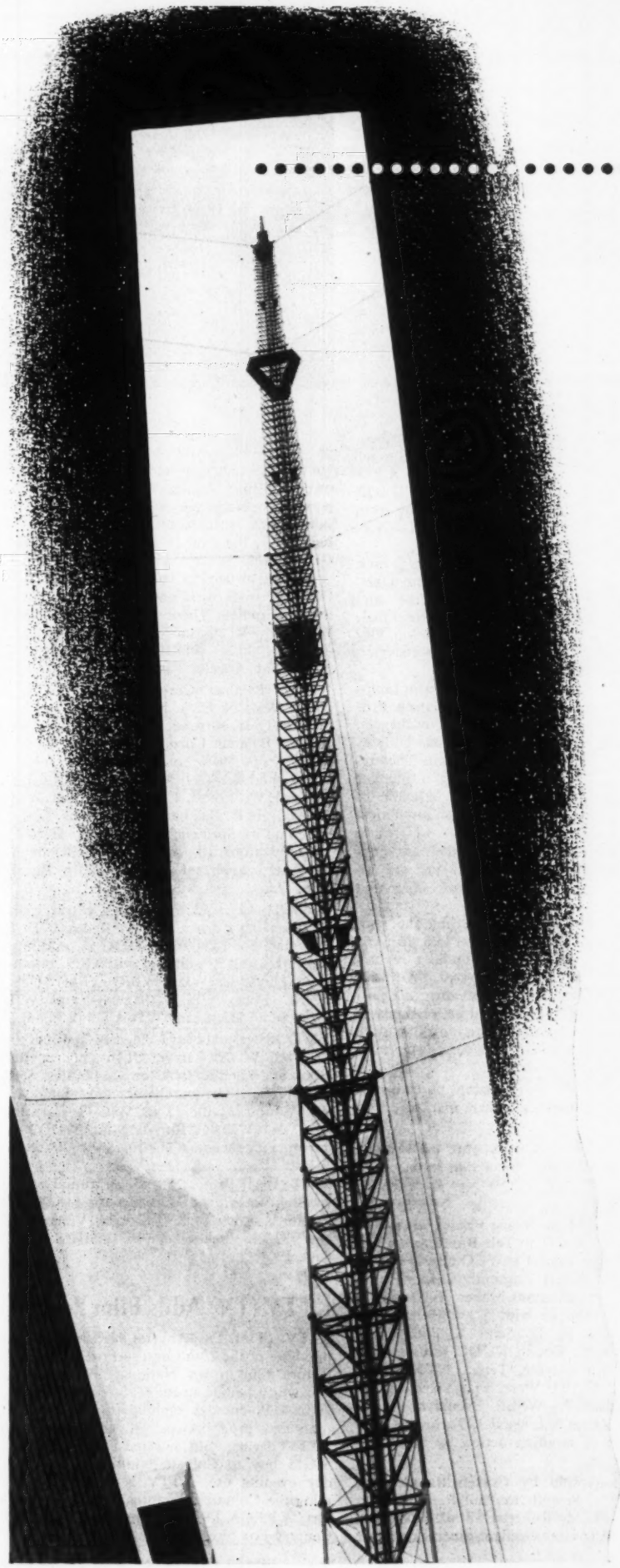
Herman Finklestein, ASCAP general attorney, appointed head of copyright division, American Bar Assn.'s patent trade mark and copyright section.

Mort L. Nasatir, director of advertising, Decca Records, N. Y., has assumed additional duties of merchandising director.

Milton Golin, formerly head of Chicago City News Bureau's radio-tv department, to staff of Journal of American Medical Assn. as assistant to editor. He is credited with helping Community News Service of Chicago in 1947 organize nation's first local news wire service for broadcasting stations.

Howard Merrill, program supervisor of *I've Got a Secret* and writer of various tv program series, appointed by Barry & Enright Productions, N. Y., as producer of new giveaway program, *Twenty One,* to be launched on NBC-TV Sept. 12 (Wed., 10:30-11 p.m. EDT).

PURCHASE by Western Union of 14% interest in TelePrompTer Corp. [B•T, Sept. 3] was completed Wednesday in New York by officials of the two companies. L to r: Thomas F. McMains, WU vice president; Walter P. Marshall, WU president; Irving B. Kahn, TelePrompTer president, and Theodore B. Gittings, WU public relations vice president.



REACHING UP
to reach out

KSLA-TV INCREASES COVERAGE 6 TIMES WITH NEW IDECO TOWER

Here's the story—

BEFORE: Beginning operation in December, 1953, KSLA-TV, Shreveport, La., was equipped with a 265′ tower and served a population area of 177,100.

AFTER: In November, 1955 the station changed to full power operation with a new 1195′ IDECO guyed tower increasing population coverage to 1,089,350.

● When KSLA-TV decided to "reach up to reach out" they naturally turned their tower problem over to Ideco.

Why? Because Ideco knows towers . . . has been supplying stations with new and expanded tower needs since broadcasting began. Meeting many unusual requirements in location, loads and weather conditions has given Ideco engineers a background in tower design and fabrication unmatched in the industry.

It's little wonder Dresser-Ideco is responsible for more than half of the nation's tallest TV towers and hundreds more of usual heights.

So when you are ready to "reach up to reach out" it's just good sense to call in Dresser-Ideco, regardless of whether your tower requirements are average . . . unusual . . . or spectacular.

For a practical talk about your tower, write Dresser-Ideco or contact your nearest RCA Broadcasting Equipment representative.

DRESSER-IDECO COMPANY
One of the Dresser Industries
COLUMBUS 8, OHIO
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO

Tall or Short . . . for TV, Microwave, AM, FM . . .
IDECO Tower "Know-How" Keeps You on the Air

AIRBORNE!

18,000 EMPLOYEES WITH $73 MILLION ANNUAL PAYROLL AT WARNER ROBINS AIR BASE HELP SEND MACON'S ECONOMY SKYROCKETING!

$73,000,000

Close to the heart of downtown Metropolitan Macon is the giant Warner Robins Air Force Base, one of Middle Georgia's newest facets of a big, booming economy. The goods bought with this $73 million payroll are another reason why Macon is growing *faster* than all but three of the country's 25 largest markets.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE

WMAZ-TV WMAZ MIDDLE GEORGIA

WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

NEW GROUP BUYS 4 CALIF. STATIONS

Imperial Broadcasting purchases KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe for $400,000. Also sold: KALI Pasadena, Calif., for over $600,000.

NEW ENTRY into radio-tv station ownership was revealed last week with the $400,000-plus purchase of four California radio stations by Imperial Broadcasting System Inc. The four-station purchase highlighted a week which saw KALI Pasadena change hands for over $600,000 and WOOW New Bern, N. C., for almost $50,000.

Newly formed by Hollywood tv and business figures for the purpose of acquiring radio and tv properties, IBS announced Wednesday it had purchased stations KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe from Broadcasting Corp. of America and W. L. Gleeson, subject to FCC consent.

Owner-management of IBS includes Frank K. Danzig, president and general manager; A. Bartlett Ross Jr., vice president and general sales manager; Richard L. Rosenthal, chairman of the board; Sherrill C. Corwin, vice president; Morris Pfaelzer, secretary-treasurer, and Rachford Harris, director.

Messrs. Danzig and Ross have been in radio-tv for 20 years. They head Ross-Danzig Productions, Hollywood tv program packagers. Mr. Rosenthal is president of Citizens Utilities Co.; Mr. Corwin heads Metropolitan Theatres and North Coast Theatres and is a director of KAKE-TV Wichita, Kan.; Mr. Pfaelzer is an attorney, and Mr. Harris is an investment executive.

No changes in station personnel are contemplated, although expansion plans are already being discussed, an IBS spokesman told B•T.

"With Southern California setting the pace for radio all over the country, we look forward to a very successful enterprise under a revitalized organization," Mr. Danzig said. "We want the IBS stations to be the most attractive possible buy for local, regional and national advertisers, at the same time fulfilling our obligations to the listening audience for superior entertainment and news," he added.

IBS is currently investigating purchase of additional properties in other markets, B•T was told.

Also announced last week were the sales of KALI Pasadena, Calif., for a sum in excess of $600,000, and that of WOOW New Bern, N. C., for $48,500.

KALI was sold by Henry Fritzen, owner of KBUC Corona, Calif., to Tele-Broadcasters Inc. The transaction, subject to FCC approval, was negotiated by Albert Zugsmith Corp., Hollywood, newspaper-station broker. KALI is a daytimer on 1430 kc with 5 kw. Tele-Broadcasters, headed by H. Scott Killgore, owns WPOP Hartford, Conn.; KUDL Kansas City, Mo.; WKXV Knoxville, Tenn.; WKXL Concord, N. H.; WARE Ware, Mass., and—pending FCC sanction—WBBR Brooklyn, N. Y. Sale of WARE to Sherwood J. Tarlow and associates also is awaiting action by the Commission.

WOOW was sold by Craven Broadcasting Co. (Dr. F. Y. Sorrell) to Paul E. Reid, Otto Griner and H. M. Roberts, all of Fitzgerald, Ga. Mr. Reid is vice president-general manager of WBHB Fitzgerald; Mr. Roberts is WBHB commercial manager, and Mr. Griner is former owner of that station. WOOW, fulltime independent, operates on 1490 kc with 250 w. The sale, which is subject to FCC approval, was handled by the Paul H. Chapman Co., Atlanta, Ga., broker.

MR. ROSS MR. DANZIG

Among ownership changes approved by the FCC last week were one television station and three am outlets. These were, in the same order, WMCN (TV) Grand Rapids, Mich.; WIOU Kokomo, Ind.; WDOB Canton, Miss., and KTXL San Angelo, Tex.

H&E Balaban Corp. obtained control of ch. 23 WMCN. E. A. McCready Sr. and E. A. McCready Jr. surrender their 40% stock interest and Balaban Corp. also acquires 6.6% interest from 40% owner-president John D. Loeks, and 3.6% from 20% owner-secretary Howard W. Freck. Consideration involved is $7,500. H&E Balaban Corp. owns 50% of WICS (TV) Springfield, Ill., 50% of WTVO (TV) Rockford, Ill., and 100% of Birmingham Tv Corp., applicant for ch. 42 in Birmingham, Ala.

WIOU was sold by North Central Indiana Broadcasting Corp. to Booth Radio & Tv Stations Inc. for $180,000. WIOU is on 1350 kc with 1 kw and its affiliated with CBS. Booth interests include WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all Mich., and WJVA South Bend, Ind.

WDOB was sold by J. Dige Bishop and associates to W. E. Farrar, Hugh Hughes, R. E. Hook and Lucille Hook for $26,000 less $5,000 in liabilities. The purchasers have interests in WRUS Russellville, Ky.; WRAG Carrollton, Ala., and WMAG Forest, Miss. WDOB is a daytime independent station on 1370 kc with 1 kw.

KTXL (1340 kc, 250 w), a Mutual affiliate, was sold to Warren J. Fortier for $15,000. Mr. Fortier is owner of KVLH Pauls Valley, Okla., and 33% stockholder in KMRC Morgan City, La.

KTTV (TV) Adds Film Package

KTTV (TV) Los Angeles has announced its purchase of the 20th Century-Fox package of 52 feature films from National Telefilm Assoc. and will schedule uncut features, starting Nov. 7, in a Wednesday night period to be sold at time and program cost of $6,500 per week. KTTV earlier sold selected features from its MGM buy to Colgate-Palmolive Co. for Friday evening use. KTTV is already programming the Columbia Pictures bundle of 104 features. KRCA-TV Los Angeles gets the 20th Century-Fox films after a second run on KTTV.

*YOU MIGHT CLIMB MT. EVEREST**—

BUT . . . YOU NEED WKZO RADIO TO REACH THE TOP IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE—MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	**37%**	**34%**	**32%**
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

If you want to reach a larger Western Michigan audience than any *TWO* other radio stations can give you, put WKZO to work—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

1956 Pulse figures show that WKZO gets more listeners than any other TWO stations in the area combined, morning, afternoon and evening . . . *gets the MOST listeners 100% of the time!*

Let your Avery-Knodel man give you the whole WKZO story.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Edmund Hillary of New Zealand and Tensing Norkay of Nepal made the record-breaking ascent on May 29, 1953.*

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!

No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1
First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2
First place in Screen Gems, Inc. contest on program promotion.

ROUND 3
Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4
WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28 Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

WPFH BROADCASTING STOCK IS OFFERED

Company, which includes WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia, joins movement by major radio - tv companies to sell shares to general public.

A MOVEMENT to offer publicly stock in broadcast properties has been gathering momentum over the past few years and now includes many of the major companies in radio-tv.

To the ranks of publicly-held companies such as ABC, a division of American Broadcasting-Paramount Theatres Inc.; NBC, owned by RCA; CBS, and Westinghouse Broadcasting Co., a subsidiary of Westinghouse Electric Co., have come in recent years Storer Broadcasting Co., Consolidated Television & Radio Broadcasters Inc. (Bitner stations) and Tele-Broadcasters Inc. (H. Scott Killgore).

Latest to join this group is WPFH Broadcasting Co. (controlled by Paul F. Harron and whose stations include WPFH [TV] Wilmington, Del., and WIBG-AM-FM Philadelphia).

Its first offering was made last summer and comprised 150,000 shares of Class A common $1 par value stock at $1.875 per share, through Boenning & Co., Philadelphia. Also offered were 125,000 shares of Class B common at $1 par value—but these were direct through Mr. Harron, president and controlling stockholder. The Class B over-the-counter price during last spring fluctuated between $1.75 and $2.00 per share. These offers were completely subscribed in the summer.

Last week, Boenning & Co. advertised WPFH Broadcasting Co. A and B stock and recommended them for "future appreciation."

Mr. Harron bought Wilmington's ch. 12 outlet (then WDEL-TV) from the Steinman interests in 1955 for $3.7 million. He already controlled the WIBG stations, which he and his associates bought in 1936.

WPFH Broadcasting Co. is authorized to issue 7.5 million Class A common shares (of which 1,609,204 are outstanding) and 2.5 million Class B common shares (of which 2,141,671 are outstanding). There also are notes and debentures. Class A stockholders elect five out of 15 directors; Class B shareholders, 10 out of the 15 directors.

Mr. Harron owns 67.59% of the company's Class B stock.

Consolidated balance sheet of WPFH Broadcasting Co., which also controls a wired music company in the Philadelphia area as well as the broadcast properties in Philadelphia and Wilmington, showed that as of March 31 there were total assets of $4,335,985, of which $418,685 were current assets. Current liabilities added up to $481,902 while long term liabilities were given as $1,156,917. The balance sheet showed an overall deficit of $52,950.56. and was included in the prospectus submitted to the Securities & Exchange Commission last June.

The ch. 12 Wilmington station operates independently with 316 kw. It is represented by Paul H. Raymer Co. WIBG operates on 990 kc with 10 kw. WIBG-FM is operating on 94.1 mc with 20 kw as a functional music station under an agreement with a supermarket merchandising company.

Mr. Harron is principal owner of the Atlantic City Racing Assn. and also of an outdoor swimming pool.

WBC Buys Warner Movies To Show on Three Stations

WESTINGHOUSE Broadcasting Co. last week announced it had signed a contract totaling approximately $1 million with Associated Artists Productions, New York, calling for the Warner Bros. library of feature films and assorted short subjects to be shown on the company's WBZ-TV Boston, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

The contract provides for the entire library of 740 Warner feature films for WBZ-TV, in addition to 240 *Popeye* cartoons, which Paramount produced. One unusual aspect of the sale is that AAP provided sponsorship of the *Popeye* cartoons by signing American Character Doll Co., New York, and Remco Electronics Toys, Newark, N. J., both through Webb Assoc., New York.

The WBC agreement with AAP also provides that KPIX will be supplied with 58 Warner Bros feature films and that KDKA-TV will obtain the *Looney Tunes* cartoons, featuring Bugs Bunny.

FORTY-TWO engineers of WGR-AM-TV Buffalo, N. Y., last week offered congratulations in the form of a scroll to the WGR Corp. and ABC Radio and Tv. The gesture grew out of the recent changeover of both the radio and tv station to ABC affiliation. Presentation of the scroll is made to Joseph J. Bernard, (r) vice president-general manager, by (l to r) engineers Albert Koltun, Anibal Souza, William F. Willig, Pat Luisi, Raymond Smith.

"I read Ad Age regularly and thoroughly"

says: **F. E. BENSEN, JR.**
Advertising Manager
Canada Dry Ginger Ale, Inc.

F. E. BENSEN, JR.

"I look to Advertising Age every week for complete penetrating reporting of the news, as well as for provocative commentary on advertising trends and practices. And every week, that's what Ad Age gives me. It's one of the few publications I consider indispensable . . . I read it regularly and thoroughly."

Mr. Bensen handles what is probably one of the most complex campaigns in the advertising field. In addition to national advertising, his office supervises and coordinates the local campaigns of nearly 200 franchise bottlers and company-owned plants. He has held his present post for four years, working closely with W. S. Brown, V.P. and Director of Advertising.

Mr. Bensen joined Canada Dry in 1943 following his association with Vick Chemical Co. He served as assistant ad manager for four years, first for company-owned plant promotion, later for franchise advertising before being named manager for both. During this period Canada Dry's annual sales jumped from $30 million to $74 million.

Setting aside sufficient time to read Ad Age regularly and thoroughly is not so much decision as habit with most of the executives who are important to you. They have found in its crisp reporting, its insights into trends and developments, the style and calibre of information that makes it indispensable *—not only to those who activate, but those who influence important market and media decisions.*

A case in point is Canada Dry, where the advertising budget runs close to $6 millions annually, not counting the share paid by franchise bottlers. Last year, it ranked among the top 200 tv spot advertisers*, and uses both radio and tv spots to promote its line of soft drinks, club soda, etc.

Every week, *six paid-subscription copies of Ad Age reach important desks at Canada Dry,* where they get read, quoted and discussed by sales, advertising and other management executives. Further, *38 paid-subscription copies get similar readership in the agencies handling their advertising,* J. M. Mathes, Inc. and MacLaren Advertising, Ltd.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation of over 9,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000—and you'll recognize in **Advertising Age, a most influential medium for** swinging broadcast decisions your way in 1956.

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

ABC ABP NBP

NBC SPOT SALES' CLIENTS AUDITION BY TELEPHONE

Buyer needs only call up to hear a program he's interested in sponsoring. Now limited to New York, 'Radio-Phonic Spot Buying' may be extended.

A NEW SERVICE, enabling agency timebuyers and other agency and advertiser people to audition by telephone the radio programs they're considering, was unveiled last week by NBC Spot Sales.

The programs, of course, must be those of the 10 radio stations represented by NBC Spot.

The service, called "Radio-Phonic Spot Buying," is "so simple somebody should have thought of it long ago," John H. Reber, director of NBC Spot Sales, said in pre-viewing it for newsmen last week. It works this way:

Transcriptions of programs on stations represented by NBC Spot are collected at the organization's New York headquarters. There a turntable has been installed, connected with the telephone. A prospective buyer, considering a certain program or programs, can call his NBC Spot Sales radio salesman in New York and ask to hear it (or them). While the buyer "holds on," the salesman has the department's receptionist — "Radio-Phonic" operator —put on the transcription and throw the switch that enables the caller to hear the program at his own telephone in his own office. The caller can have one program taken off and another put on at any time, merely by speaking to the operator on the same telephone through which he's listening to the recording.

"From the beginning of radio," Mr. Reber said, "the truly vital elements of intelligent buying have been the programs themselves and the personalities who make them sound advertising investments. Now, for the first time, national spot radio advertisers can make important buying decisions based on actual performances of programs and personalities."

"Radio-Phonic Buying" makes unnecessary the lugging of record players and transcriptions from one agency to another, which Mr. Reber said NBC salesmen have sometimes done in the past without finding the practice particularly satisfactory.

The new service—which was the idea of Bill Fromm, manager of advertising and promotion for NBC Spot Sales—goes into effect today (Mon.) but at the moment is available only to New York agencies. However, Mr. Reber said, "we hope to extend it to our other sales offices in the near future." He said his organization already has collected audition records of some 50 programs and hopes eventually to have all programs that are carried on all NBC Spot represented stations.

SPECIAL OFFER TO RADIO AND TV STATIONS

LONDON® RECORDS

TRUE HIGH ffrr FIDELITY

Annual Service

NEW LP RELEASES

CLASSICAL

60 12" long play records during the next 12 mos.

For only

$50

POPULAR

30 12" long play records during the next 12 mos.

For only

$25

SPECIAL CATALOG OFFER

For a limited time only the vast long play catalog of the "World's Finest Record" is being made available to radio and TV stations at the special price of only $1 per record.

$1 PER 12" LP

Broaden your library in the following categories:

Classical ★ Semi Classical ★ Popular Instrumental ★ Mood Background ★ Light Classical ★ Vocal

Minimum order is 25 records—you may choose *any* 25 records from the London catalog which includes such world renowned classical artists as: Ansermet, Del Monaco, Tebaldi, Curzon, Backhaus, Siepi, and such great popular performers as: Mantovani, Frank Chacksfield, Ted Heath, Robert Farnon and Stanley Black.

Send today for our complete numerical catalog.

LONDON RECORDS Inc., Broadcast Promotion
539 West 25 St., New York, New York

I am interested in your new release service. Please send me

☐ 60 12" classical recordings at $50.

☐ 30 12" popular recordings at $25.

Enclosed is station check.

I am interested in your special catalog offer. On receipt of your catalog I will forward my order for 25 or more of your records at $1 ea. postpaid. ☐

Name_____

Station_____

Position_____

Address_____

Struthers to Manage CBS' Buy in Hartford

CBS INC. was set to assume ownership of WGTH-TV Hartford (ch. 18) yesterday (Sunday) and change the call letters to WHCT (TV).

MR. STRUTHERS

In announcing these developments last week, J. L. Van Volkenburg, CBS-TV president, named Harvey J. Struthers as general manager of the station. Mr. Struthers joins WHCT (TV) from WEEI, CBS owned-and-operated radio station in Boston, where he has been general manager for five years. Mr. Struthers has been associated with CBS for 16 years.

"Viewers to WHCT (TV) in the Hartford-New Britian areas will receive an expanded program schedule," Mr. Van Volkenburg said. "The station will carry a full daytime schedule, starting at 7 a.m. and it will add substantially to its local programming, particularly in the field of public affairs and civic interest programs."

CBS Inc. bought the station from General-Times Television Corp. FCC reinstated the approval last week [see story page 69].

WFLO in New Studios

COINCIDING with the station's ninth anniversary, WFLO Farmville, Va., moved into its new studio, transmitter and office building Sept. 9. The new building is of colonial design with white columns extending to the roof of the two-story structure. Opening ceremonies included messages from Virginia Gov. Thomas B. Stanley and others. Mrs. Carla B. Keys is WFLO owner-general manager and John Wilson is station manager.

WEEI NAMES GORMAN GENERAL MANAGER

TOM GORMAN, sales manager of WEEI Boston since September 1955, has been named general manager of the CBS-owned radio station, it was announced last week by J. Kelly Smith, administrative vice president of the network. Mr. Gorman succeeds Harvey S. Struthers, who becomes general manager of CBS' newly acquired WGTH-TV Hartford, Conn. (see story, page 100).

MR. GORMAN

Mr. Gorman entered broadcasting following the war when he joined WOR New York. In January 1952, he joined CBS Radio as account executive at WCBS New York, transferring to CBS Radio Spot Sales that December. He remained with this department until the summer of 1955, when he moved to the network's Boston operation.

Report on NBC Spot Sales Cites Upswing in Spot Radio

MORE than 50 new advertisers bought radio and tv time on stations represented by NBC Spot Sales during the past six months, John H. Reber, director of the sales organization, announced last week.

Without detracting from tv sales, he said "our radio business is just terrific," and concurred with other industry authorities who have predicted that this will be a peak year for spot radio. He said a number of stations represented by NBC Spot Sales are running up record volumes, with the "most amazing" record thus far—in point of percentage increase—going to WRC Washington, whose spot billings he said were 47% higher during the first seven months of this year than during the same period of 1955.

He credited a good share of his department's success to its trade advertising campaigns.

The new advertisers signed by his organization in radio and tv during the last six months, Mr. Reber said, encompass a number of consumer goods including detergents, perfume, beer, gasoline, paints, baked goods, and wearing apparel. Also, he noted, national spot schedules have been used in selling airline, bus, and railway transportation, insurance, and air conditioning—and in recruiting workers.

Englander, Chicago Stations Launch New Treasure Hunts

A TREASURE HUNT with $100,000 as prize was launched over the past weekend in Manhattan by the Englander Co. (sleeping equipment) and two Chicago stations, WMAQ and WCFL, announced that they each would launch similar contests for prizes of $1,000. The contests follow a "finders-keepers" giveaway stunt inaugurated a few weeks ago on WRCA New York [B•T, Sept. 10].

Englander last week aired 150 "teaser" spots over WNEW New York and for the next four weeks will broadcast 287 spots on WNEW and three other New York stations, WMCA, WINS, and WMGM. The contest calls for the hiding of a $100,000 draft somewhere in New York, with clues being available at Englander dealers. If the draft is not found by next Monday, a new set of clues will be placed between the company's Airfoam mattresses in dealers' showrooms. If the draft is not found by Sept. 29, its value drops to $25,000 and continues to drop daily as additional hints are revealed by the four New York stations. Englander is awarding one gift certificate each day during the first 15 days of the hunt.

WMAQ gave its contest chore to Henry Cooke on its *Chicago Calling* early morning show. He will give new clues each day (from 6:10-8:40 a.m.) until a certificate worth $1,000 is found. The station promised it would be hidden in an easily accessible and prominent city location and that there would be no necessity for listeners to climb flagpoles or go skindiving off Grant Park.

WCFL, the Chicago Federation of Labor outlet, will launch its *Treasure Hunt*, giving away a $1,000 bill each week and dispensing clues from 7:30-10 a.m. WCFL promised it would be hidden in Metropolitan Chicago.

Webb Manager of WAIT

APPOINTMENT of Lloyd Webb as station manager of WAIT Chicago was announced last Wednesday by Robert O. Miller, owner-managing director of the 5 kw independent outlet.

MR. WEBB

Mr. Webb, who joined the station in 1954 as an announcer-disc jockey, will supervise all departments, concentrating on realignment of sales and programming operations, according to Mr. Miller. Mr. Webb formerly was with WGES Chicago. WAIT operates on 820 kc and programs music and news.

SUNFLOWER CONTEST BRIGHTENS WRCV-TV DIVIDEND PLAN

A SUNFLOWER-GROWING contest, with an RCA Victor color tv set as the prize, turned the trick in stimulating interest in what WRCV-TV Philadelphia felt was an "extraordinary tv buy" but one that had been bypassed by many clients.

The buy is the station's "12-50 Dividend Plan," which offers an advertiser who buys twelve 10 or 20-second announcements in one week a full 50% discount on announcements falling in Class B, C or D time periods, plus a dividend of one 10 or 20-second station break for each two similar announcements purchased between 9 a.m. and 5:30 p.m. Sunday through Saturday.

In order to use his nationwide mailing list of some 1,750 top-level agency personnel, WRCV-TV Promotion Director Jack Wiley's first chore was to procure a seed that would germinate equally in all sections of the country and at the same time grow at such rapid pace as to offer keen competition. The sunflower turned out to be the answer.

Mr. Wiley then went to work creating copy for a direct mail piece which would tell the recipient about the contest as well as the "12-50 Dividend Plan." He came up with a three-part campaign which afforded him the opportunity to place his WRCV-TV sales message before prospective buyers throughout the summer months. Mailing pieces were sent out May 30, July 18, and August 7.

As a result, approximately 200 entries came from 15 different states, and the WRCV-TV sales department signed up 20 new customers to the dividend plan during an admittedly slack sales period.

The Philadelphia tv station received a variety of stories from contestants during the contest—some true, some mighty "tall." One ad man in California confessed that he had split his packet of seeds and planted them in five different locations, each week sending forth a messenger from his office to check the height and condition of the crop.

A fellow from Chicago declared his sunflower to be 288 ft., 9 in. tall—and sent along a picture to prove it (there he stood, proudly displaying his three-ft. sunflower atop a tall Windy City building!). Chris Lynch, of the Ted Bates Co., New York, was declared the midway winner and recipient of an RCA Victor black-and-white set.

WINNER of WRCV-TV's sunflower-growing contest, Harold A. Bennett of Tatham-Laird, Chicago, had to get up on his garage to touch the top of his 12 ft., 9½-in. entry.

The grand prize winner: Harold A. Bennett of Tatham-Laird, Chicago, whose entry was 12 ft. 9½ in. tall.

We've Moved

TO THE TOP!

- **TOP POWER**
  316,000 Watts
- **TOP ELEVATION**
  2,000 Ft. above average terrain - 3,936 Ft. above sea level
- **EXCLUSIVE CBS AFFILIATE**

For 32 years, WDBJ has been the favorite name in Radio in Western Virginia. Now — it's TOP HEIGHT — TOP POWER for WDBJ-TV— with exclusive CBS affiliation and top rated programming. Let established audience, plus maximum coverage, plus finest facilities and talent work for you.

WDBJ-TV is now at maximum power and height — backed by a power-packed viewer promotion program throughout the coverage area!

Ask Peters, Griffin, Woodward!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

HOAG QUITS POST, REPLACED BY BLAIR

ROBERT B. HOAG has resigned as president of Hoag-Blair Co., tv station representative, and is being succeeded by John Blair, also president of John Blair & Co., radio station representation firm which owns controlling interest in Hoag-Blair.

MR. BLAIR

The changes are being announced today (Monday) by Mr. Blair, effective last Friday. In addition, Mr. Blair said Richard Foote, recently named executive vice president of Hoag-Blair, will assume the duties of general manager of the firm.

Mr. Hoag's plans were not disclosed. He formed the Hoag-Blair organization in association with John Blair & Co. in the fall of 1954, to represent television stations not represented by Blair-Tv. He formerly was sales manager of KFMB-TV San Diego, and before that was with CBS-TV Spot Sales and, before that, with KNXT (TV) Los Angeles both before and after its acquisition by CBS.

MR. FOOTE

MR. HOAG

Mr. Foote, new general manager of Hoag-Blair, joined the organization in the fall of 1954 and became eastern sales manager six months later. He was named executive vice president a short time ago.

ADAM YOUNG Inc. has been named national sales representative for WGMS Washington, newly-purchased radio station that now is one of the owned-and-operated facilities of RKO Teleradio Pictures Inc. John B. Poor, MBS president and RKO Teleradio vice president, signs the contract, while Adam Young (l) of the representation firm and Wendell Campbell, national sales manager of General Teleradio's owned-and-operated radio and tv properties, look on.

WQAM Signs Two

TWO MIAMI radio personalities have been signed by WQAM in a major talent move to capture a larger share of the audience, according to Todd Storz, who recently acquired the Miami station for his group. The station is expected to drop ABC affiliation and operate as an independent.

Alan Courtney joins WQAM Oct. 1 after a long background at WNEW and WHN New York and other stations. He has been at WGBS Miami seven years. At WQAM he will conduct his telephone interview program. Jerry Wichner, long at WINZ Hollywood, Fla., moves to WQAM at the same time.

Dexheimer With KFXM Buyers

PHIL DEXHEIMER, salesman of KBIG Catalina, Calif., has joined Howard Tullis, John Hearne and Ben Paschal in prospective ownership of KFXM San Bernardino, and will be general manager if the KFXM sale is approved by FCC. The Tullis-Hearne-Paschal group bought KFXM for $24,000. The three own KAFY Bakersfield, Calif.

KVSO-TV Ardmore, Okla., Appoints Key Personnel

KEY PERSONNEL of KVSO-TV Ardmore, Okla., now on the air with regular programming, was announced last week.

Douglas C. Dillard is station manager; Don Irwin, sales manager; Galy Varnell, director of tv operations; Bill Kolb, chief engineer; Dollie Talkington, program director; Barbara Winkler, promotion director, and Bill Lauderdale, news director.

The station also has released its first time card. One hour, one time in the Class A period (6 p.m. to 10 p.m.) costs $150. One hour, one time in Class B (all other times) is $120.

KVSO-TV went on the air Aug. 21 and began regular programming the first week in September.

KPLC's Wilson Dies at 56; Mills Succeeds as Gen. Mgr.

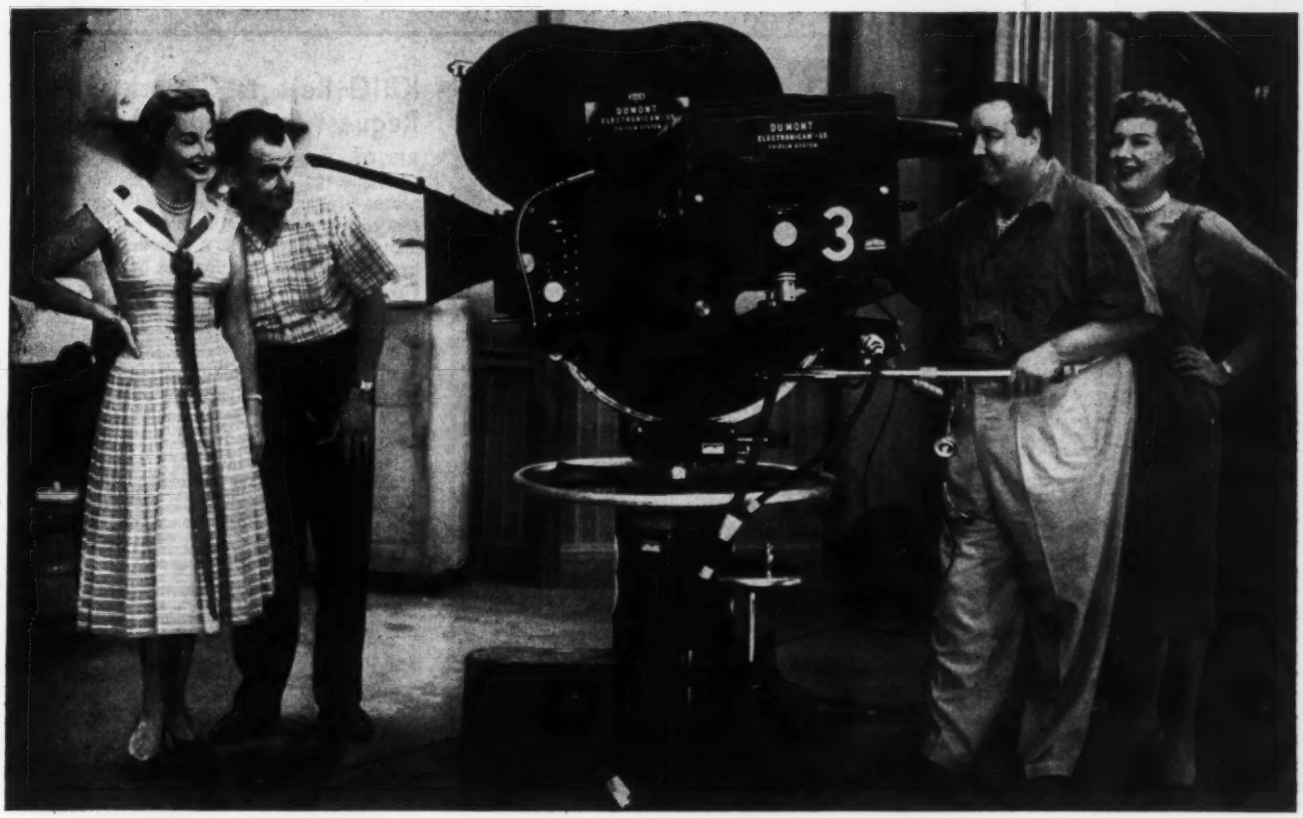
DAVID WILSON, veteran Lake Charles, La., radio-tv executive, died at his home there last Tuesday after an illness of several months. He was 56.

MR. WILSON

Mr. Wilson was general manager of the Calcasieu Broadcasting Co. and was active in management of KPLC Radio and KPLC-TV Lake Charles until this summer.

Pelham E. Mills Jr., with KPLC-AM-TV for 13 years and acting manager since Mr. Wilson's illness, succeeds him as general manager.

Lee Perryman, formerly of the *Lake Charles American Press* has succeeded Mrs. Pauline Mahoney as promotion manager of KPLC-TV.



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

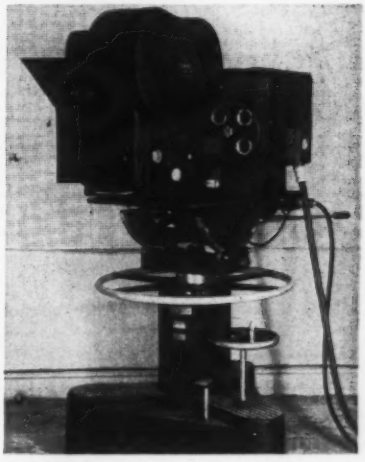
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

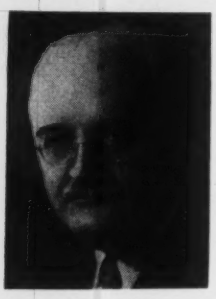
Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

MEEKER CO. NAMES 3 VICE PRESIDENTS

Three others promoted and two other executives added in executive realignment.

A SERIES of executive promotions and additions to the staff of the Meeker Co., station representation firm, was announced last week by President Robert Meeker.



MR. MOORE

Louis J. F. Moore, who joined the firm when it was formed 11 years ago, was named vice president in charge of the radio division. In broadcasting for more than 30 years, he also has been manager of the Radio Advertising Co. and supervisor of promotion for the Hearst newspapers.

Edgar B. Filion, with the Meeker organization for seven years, was named vice president in charge of the television division. His new duties include supervision of sales development, station relations and tv sales.

Carl Jewett, who joined Meeker six years ago after serving with Everett-McKinney Co. and WKAN Kankakee, Ill., was named vice president in charge of midwest operations.

Vic Piano, with the Meeker company for four years and before that promotion director of WSB-AM-TV Atlanta, becomes director of sales development and promotion, working directly with Mr. Filion and Mr. Moore.

Chuck Standard, who was a Procter & Gamble account executive for The Biow Co. and also served as an NBC-TV salesman and a client service executive with A. C. Nielsen Co. before joining Meeker, becomes eastern sales manager for television. He reports directly to Mr. Filion.

Norm Cissna, account executive in Chicago, becomes manager of sales development for the midwest area.

Additions to the firm include Paul Murray, formerly with WTTV (TV) Bloomington-Indianapolis, who will be an account executive, and Mrs. Mimi von Zelowitz, formerly a supervisor in the radio-tv research department of Young & Rubicam, who joins as director of research. She reports to Mr. Piano. Both she and Mr. Murray will be in the New York office, which has taken over the 37th floor at 521 Fifth Ave.

MR. JEWETT

MR. FILION

KBIG Rejects Church Group's Request for Sunday Ad Ban

REQUEST by the Long Beach Council of Churches that KBIG Catalina, Calif., refuse to accept advertising from auto dealers on Sunday has been denied by John Poole, station president. "I do not believe it is within our premise to decide who should conduct business on Sunday and who should not," he wrote the council, adding, "This must be the decision of the business people themselves."

Mr. Poole explained that KBIG refuses advertising based on fraudulent claims, indecent or profane material, vulgarity or poor taste.

"The services of radio and tv stations must be available to all advertisers on equal terms, in accordance with our American philosophy of free enterprise," he said. He pointed out that the station could not apply a Sunday advertising ban on auto dealers and not on other businesses. He said many people dine at restaurants after attending church, suggesting the station performed a service to these people if it made them aware of a good place to dine.

KFSD-FM San Diego on Air

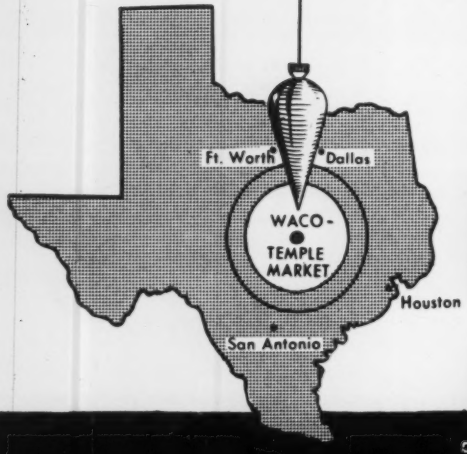
KFSD-FM San Diego, Calif., was to go on the air today (Monday), "completely sold out," according to Manager F. T. Boise.

The only San Diego station programming strictly for fm broadcasting, KFSD-FM will carry popular, semi-classical and classical music throughout its broadcast day, 4 p.m. to 11 p.m. Monday through Friday. Mason Ingram has been signed to program and announce all shows.

KFSD-FM is to operate with 33 kw.

KCEN-tv Covers the
WACO-TEMPLE
CENTRAL TEXAS AREA MARKET

Retail Sales
over
$775,000,000
in 1955
. . .
Going
up now!



KCEN-TV

NBC

• 833 ft. tower • Max. power, 100 kw.
• Channel 6, VHF • Full Time

Representatives: NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.

WRCA-AM-TV Names Heitin, Stevens as Sales Directors

REORGANIZATION of the sales departments of WRCA-AM-TV New York to "meet the changes and requirements of so rapidly an expanding industry," was announced last week by Thomas B. McFadden, NBC vice president and WRCA-AM-TV general manager.

Under the executive realignments, Jay J. Heitin, WRCA-TV sales manager, becomes sales director, as does George C. Stevens, WRCA sales manager. Succeeding them are James Barry (WRCA-TV) and Herman Maxwell (WRCA).

Mr. Heitin, former program manager, WHYN Springfield, Mass., joined WRCA-AM-

MR. STEVENS MR. HEITIN

TV in 1949 as news and special events director for the then WNBC and WNBT (TV) stations, switching to sales in 1950 and becoming sales manager in 1954. Mr. Stevens joined NBC in 1945 as business manager of the radio recording department, becoming WRCA controller in 1949 and sales manager in 1954. Mr. Barry, a former space salesman, joined WRCA-TV in time sales, and Mr. Maxwell moved to WRCA as a salesman in 1953 after spending 20 years with WOR New York as account executive.

Tri City Promotes Two, Forms New Policy Group

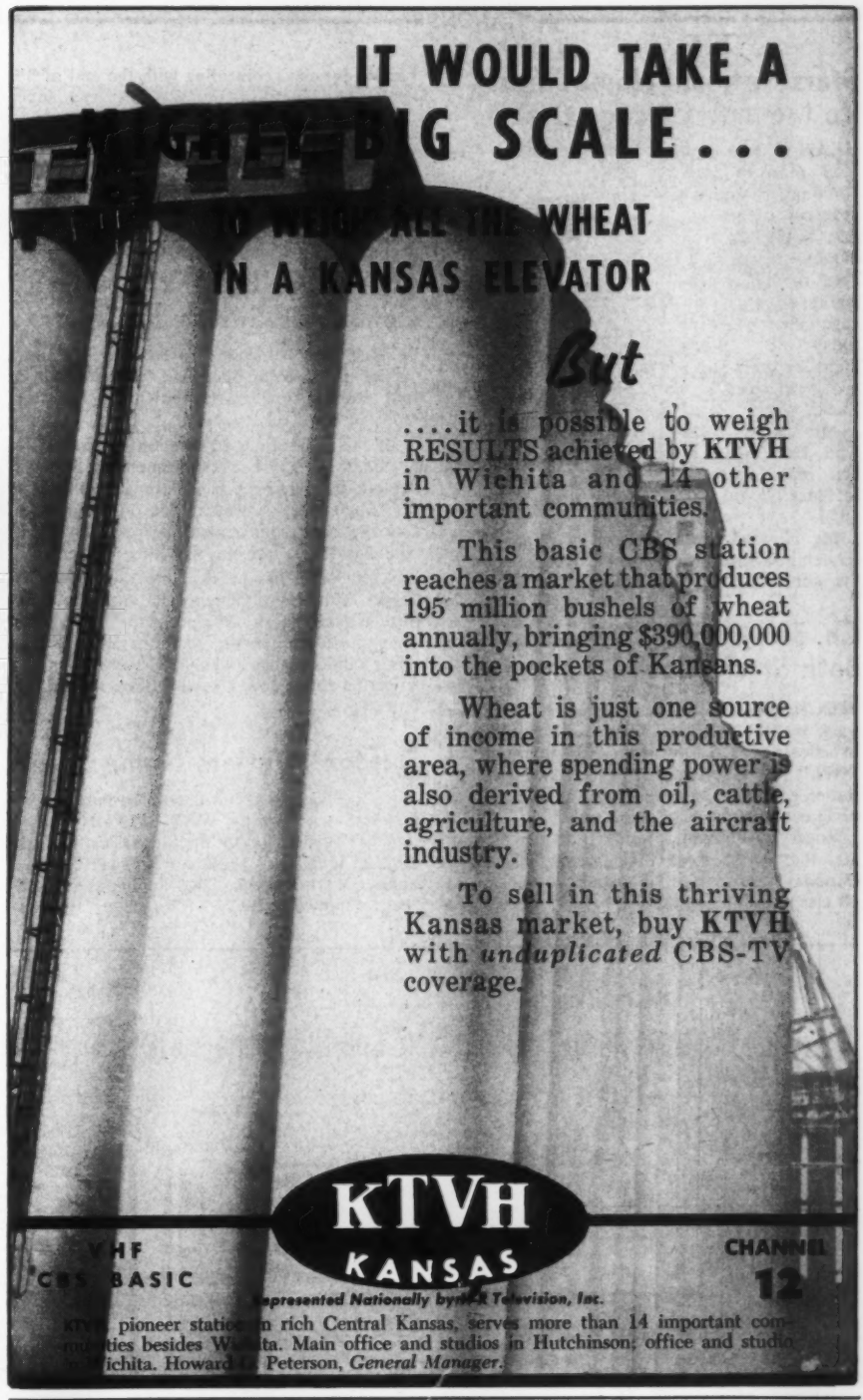
FORMATION of a seven-member policy and operational group by Tri City Radio Corp. (WLBC-AM-TV and WMUN [FM]), Muncie, Ind., has been announced by President Donald A. Burton. Also announced was the promotion of two executives.

Maurice M. Crain, chief engineer, has been advanced to the newly-created post of vice president of engineering and purchasing agent and made a member of the policy group. He has been with the stations since 1936. Patrick S. Finnegan, assistant chief engineer since March 1954, moves upward into the chief engineer's post vacated by Mr. Crain.

Other members of the policy and operational group, in addition to Messrs. Burton and Crain, are W. F. Craig, vice president and commercial manager; Mrs. Garnet Burton, secretary; Lee Allerton, program director; Florence Boyd, office manager, and W. F. Craig Jr., recording secretary of the new group.

Buys for Year on WCKT (TV)

FULL-YEAR schedule of newscasts over WCKT (TV) Miami, Fla., has been purchased by Cities Service Oil Co., New York, through its agency, Ellington & Co., same city. The oil company will sponsor, effective today (Monday), Phil Kelleher's *11th Hour News* over the ch. 7 Miami outlet, Mondays through Fridays at 11 p.m.


IT WOULD TAKE A
G SCALE . . .
WHEAT
N A KANSAS ELEVATOR
But
. . . . it is possible to weigh RESULTS achieved by KTVH in Wichita and 14 other important communities.
This basic CBS station reaches a market that produces 195 million bushels of wheat annually, bringing $390,000,000 into the pockets of Kansans.
Wheat is just one source of income in this productive area, where spending power is also derived from oil, cattle, agriculture, and the aircraft industry.
To sell in this thriving Kansas market, buy KTVH with *unduplicated* CBS-TV coverage.
KTVH
KANSAS
HF
BASIC
CHANNEL
12
pioneer statio n rich Central Kansas, serves more than 14 important com ities besides W ta. Main office and studios in Hutchinson; office and studio ichita. Howard Peterson, *General Manager*.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati — Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

Stars National Names Bress To Manage Chicago Office

ALAN BRESS, account executive in the New York office of Stars National, radio-tv station representation firm, has been named general manager of the organization's new Chicago office, effective today (Mon.), President Bernard Howard announced last week.

MR. BRESS

Mr. Bress was with Harry B. Cohen before moving to Stars National in 1954.

Mr. Howard also announced that Larry Wasserstein, a timebuyer with the Cohen agency, has joined the New York office.

Ch. 32 WWLP (TV) Declares Both Stock, Cash Dividends

STOCK and cash dividends were declared last week by the board of directors of Springfield Broadcasting Co., owners and operators of WWLP (TV) Springfield, Mass. (ch. 32). The station believes it is the first uhf station to declare cash and stock dividends.

Roger L. Putnam, president of the station, said that a 5% stock dividend payable today (Monday) and a cash dividend, amounting to 10 cents a share, payable Nov. 17, were voted last Wednesday, coinciding with the end of 3½ years of operation by WWLP. He added that the uhf station has completed "one of its most successful six-month periods," with gross sales amounting to nearly $500,000 and net earnings exceeding $82,000. He predicted that gross sales for this year will top the $1 million mark and earnings will reach "a record high."

Fourth WNBQ (TV) Studio Completes Switch to Color

WNBQ (TV) Chicago has completed its conversion to all-color operation, with the last of four studios now ready, NBC Central Div., reported last week.

At the same time, completion of remodeling of Studio E has been supplemented by withdrawal of equipment from storage adjacent to the Studebaker Theatre, consolidating NBC Chicago operations under one roof (the Merchandise Mart) for the first time in years.

WNBQ also has pressed into use a new film studio with one monochrome and two color film camera chains, slide projectors and switching-control equipment. Additionally, production facilities, props and shops have been moved from the lower tower of the Mart to the 19th floor.

DuMont Outlets Name Weed

WEED & Co. has been appointed national station representative for WABD (TV) New York and WTTG (TV) Washington, D. C., DuMont Broadcasting Co.'s President Bernard Goodwin announced last week. The appointment is effective immediately.

MR. HALLOCK (l) demonstrates the Midgetape portable recorder used on his Russian trip to J. Henry Helser, head of the Portland investment firm which sponsored the trip.

Uncensored Russian Talks Taped During Hallock Trip

TED HALLOCK, director of public affairs for J. Henry Helser & Co., Portland, Ore., investment firm, has returned from a 23-day tour of the Soviet Union during which he taped interviews with Russian citizens. Helser, which claims to be the first financial house to underwrite a private reportorial trip behind the Iron Curtain, said the interviews were made without government censorship.

Fourteen quarter-hour programs, titled *Inside Russia,* have been made of the tapes and will be aired on KPOJ Portland, starting yesterday (Sunday) under the sponsorship of Helser. In addition, the programs have been offered for sustaining broadcasts to other Oregon stations and a 30-minute program on Mr. Hallock's trip has been made available to Mutual.

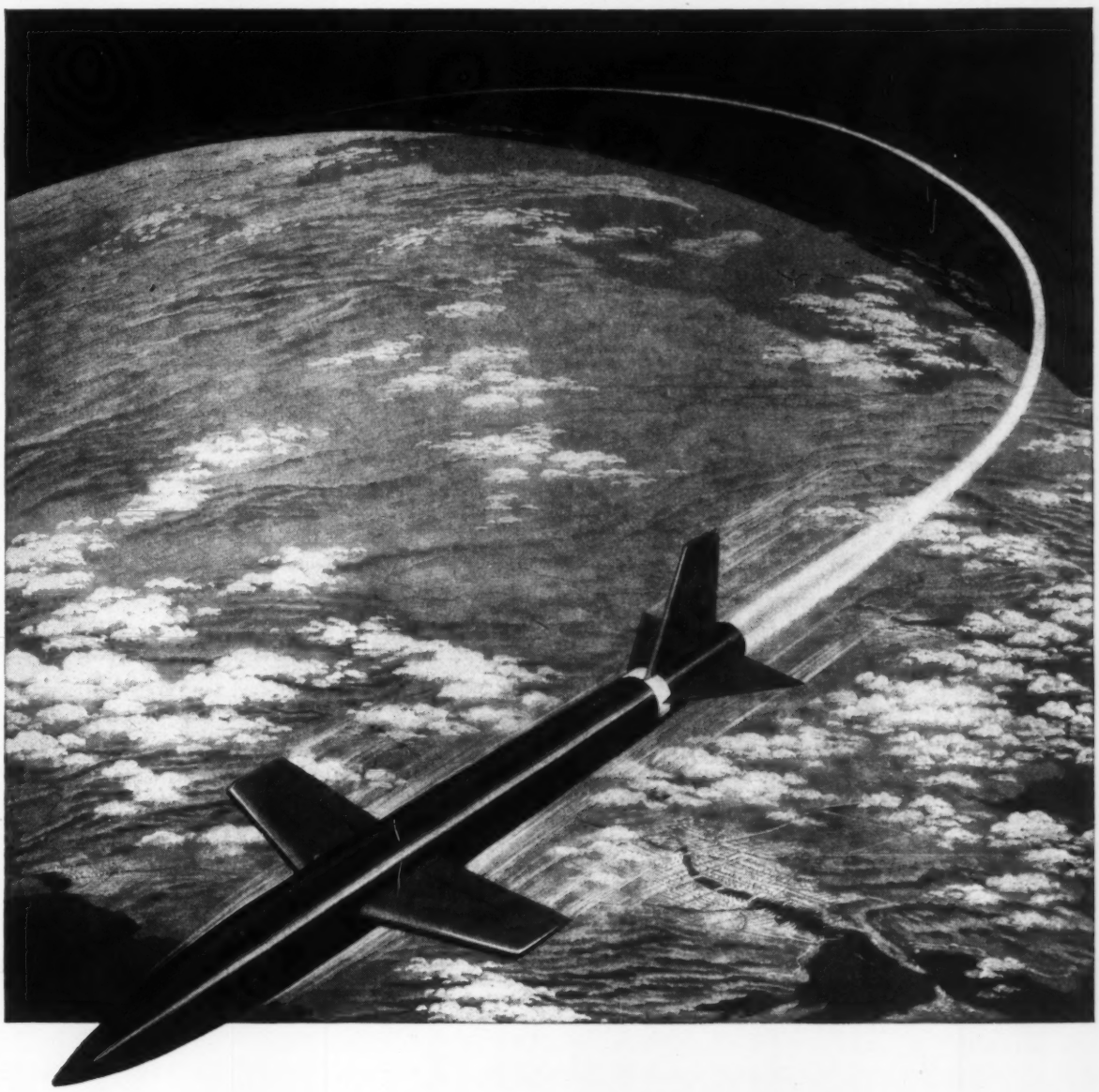
Mr. Hallock formerly served in various capacities with KGW, KEX and KPOJ, all Portland, and KUGN Eugene, Ore. Twice he has been selected as Oregon's outstanding radio broadcaster by the Press Club of Oregon and has received awards from the National Conference of Christians and Jews, the English-Speaking Union of the U. S., Freedoms Foundation, Ohio State U., and in 1951, the George Foster Peabody award for his program series, *Careers Unlimited* and *Civic Theatre on the Air* at KPOJ.

TV FILM • Radio Commercials? Call HOllywood 5-6181
The Song Ad Crew Is Ready!
At 6000 Sunset Boulevard, Hollywood, Song Ad Film-Radio Productions has the country's only complete-under-one-roof organization creating ideas, music, animation and live action for your television film and radio commercials. Song Ads has developed special ways (no one else has 'em!) of working successfully by mail and phone with agencies in all parts of the U.S.A. You and your client save travel time and cost. You gain the creative and production skill of a powerhouse group of television-radio-film ad men whose solving of other agencies' problems has resulted in a string of success stories yay-long. Write or call us collect. Now!
SONG AD
Film-Radio Productions
6000 SUNSET BOULEVARD
HOLLYWOOD 28, CALIF.
San Francisco: Russ Bldg.—SUtter 1-8585

Eggs in Alaska

TWO THINGS were proven by a recent sales campaign in Alaska: Alaskans like eggs and listen to and watch the territories radio and tv stations.

Using only the Midnight Sun Network (KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage, KJNO Juneau and KABI Ketchikan, all Alaska), Washington (state) Co-Op Assn., through Rune Goranson Co., Seattle, advertised its Lynden brand eggs. As a result of the campaign, the co-op's egg sales have increased seven fold. The week of Aug. 30, orders from Alaska were so large the association did not have enough eggs, had to short Alaskan customers by 30 cases.



We build electronic "BRAINS" for guided missiles

A missile's accuracy in reaching its target depends upon the reliability of precision electronic controls.

From the very beginning, scientists and engineers of the International Telephone and Telegraph Corporation have been at work on guided missile systems, applying world-wide experience and a score of special skills.

FEDERAL TELECOMMUNICATION LABORATORIES and FARNSWORTH ELECTRONICS COMPANY, both divisions of IT&T, are deeply engaged in research, development, and manufacture of missile guidance and precision remote control systems . . . contributing to the conception and operation of such missiles as the Terrier, Talos, Sparrow, Meteor, Rascal, and Bomarc.

Missile guidance is one more field in which the creative engineering and the integrated facilities of IT&T are developing new concepts in electronics and telecommunications.

INTERNATIONAL TEL and TEL

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.

Antitrust Suit by WNDR Ordered Brought to Trial

A MILLION dollar antitrust suit by WNDR Syracuse, N. Y., against the Newhouse newspapers and radio stations in that city (*Syracuse Post Standard* and *Herald Journal*-WSYR-AM-FM-TV) has been ordered to hearing. The U. S. Court of Appeals, Second Circuit, two weeks ago reversed the dismissal of the suit by a federal district judge last year [B•T, Aug. 22, 1955].

Written by Circuit Judge Harold R. Medina, the appellate court said that a trial should be held on the charge of conspiracy to restrain trade by the use of unit rate for advertising in the two newspapers, the circulation of false rumors about plaintiff, the refusal to publicize in the newspapers items favorable to the plaintiff and the giving of discriminatory advantages to WSYR. Judge Medina pointed out that a directed verdict in defendant's favor may be warranted at the end of the trial, and that "there are some indications that no substance will be found in the charge relative to rumors . . ."

WNDR brought suit to collect treble damages charging the Newhouse newspapers and stations with unlawful restraint through "package deals in advertising," and alleged false rumors about WNDR's financial stability.

The suit was dismissed by Federal Judge Stephen W. Brennan. The appeal was argued before Judges Medina, J. Edward Lumbard and Sterry R. Waterman last February.

FRED FLETCHER, vice president and general manager of now-building WRAL-TV Raleigh, N. C., prepares to sign a representation contract with H-R Television Inc., New York. With Mr. Fletcher and waiting to sign is Frank M. Headley, H-R president. The ch. 5, NBC affiliate has a December target date.

30 YEARS AGO...we said:

LIKE A CAT with ONE KITTEN, you'll think that your account is the only one we have.

There's Fur Flying When WIBW Starts Delivering Your Sales Message

● WHY? Because we're ally seeking improvement not ce putt r sales Anyo stead, type be m produ your when estat this t terr ai peal.

● J Res rec

Today, in our 30th year, these words are truer than ever. Personalized service to both the advertiser and the Kansas farm families that we serve, has made WIBW the most powerful single selling force in Kansas.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

"See Your Capper Man"
WIBW
CBS RADIO

Our 30th Year

Color Slides by KTVT (TV)

KTVT (TV) Salt Lake City is now transmitting black-and-white slides in electronic color with 56 different color combinations, the ch. 4 outlet reported last week. The color effects equipment was built and installed by Alan Gunderson, director of engineering, and his staff. The station plans a series of workshops with local advertising agencies to explain how advertisers can best take advantage of color presentations.

Mehlig Heads KTLN Sales

LEE MEHLIG has been appointed general sales manager of KTLN Denver, effective Sept. 10, according to President Richard B. Wheeler. He replaced Dean Jarvis, who is leaving to construct a new station.

MR. MEHLIG

Mr. Mehlig, who has been national sales manager of KTLN since January 1954, began his radio career as an announcer with WNMP Evanston, Ill., and joined the Denver station in August 1953.

KPIX-TV to Show Color Movies

KEEPING with the general trend to more color tv programming, KPIX-TV San Francisco has announced that color movies will be featured on the station's *Fabulous Program* (Sundays, 5 p.m.). Among color films to be shown on tv for the first time, according to KPIX-TV, will be "The Great Gilbert & Sullivan," starring Maurice Evans, "Garden of Allah," with Marlene Dietrich and Charles Boyer, and "New Mexico," featuring Lew Ayres and Marilyn Maxwell.

Cameraman Gene D. McKinney goes aloft for some footage on a new building.

WIBW-TV goes anywhere for news and gets it —with High Speed Du Pont 931 film

Good local and regional coverage is an important part of the six daily newscasts of WIBW-TV, Topeka, Kansas, and is contributing to the station's rapid growth in the Midwest. Du Pont 931 Film has proven ideal for their news photography both day and night.

Ed Rutherford of WIBW-TV Photo Staff says, "On one occasion, a photographer 'opened up' and shot in darkness so dense there was no meter reading. Result: a usable print!"

WIBW-TV staff members report a 180 ASA rating outdoors for 931 and easily push it up to 350 ASA. Latitude and sensitivity – excellent. And Mr. Lewis Dickensheets, Assistant General Manager, says: "Fortunately, Du Pont 931 is prehardened. That's particularly important, since the water we use for cooling is often above 76 degrees!"

Take advantage of the many fine features of Du Pont 931. For more information, ask the Du Pont Sales Office nearest you or write Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

SALES OFFICES

Atlanta 8, Ga.....805 Peachtree Building
Boston 10, Mass.....140 Federal Street
Chicago 30, Ill.....4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio.....20950 Center Ridge Road
Dallas 7, Texas.....1628 Oak Lawn Avenue
Los Angeles 38, Calif.....7051 Santa Monica Blvd.
New York 11, N. Y.....248 West 18th Street
Wynnewood, Pa.....308 East Lancaster Avenue
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

Ed Rutherford of WIBW-TV (left) discusses techniques with Richard Allen, Du Pont Technical Representative. WIBW-TV processes as much as 2,450 feet a day of 931 film.

News cameraman Richard C. Robbins editing some "hot" processed footage with Lewis Dickensheets, Assistant General Manager (left) of Television Station WIBW.

Cameraman Charles W. King (right) films announcer Dean Curfman, who says: "We use single-system sound, and 931 never blocks up an optical sound track."

CHANNEL 5
WKRG TV
MOBILE
DOMINATES
GULF COAST
ALABAMA
MISSISSIPPI
& FLORIDA
WHERE:
a million people spend
a billion $. They look &
listen day & night to
WKRG-TV
with its CBS-ABC &
film shows. Local live
wrestling—the nations
best cooking show—the
best news show in the
world (or any other place)
Good Kid shows
WKRG is GOOD
GOOD
GOOD
CBS
CHANNEL
WKRG-TV 5
Avery Knodel

REPRESENTATIVE SHORTS

Avery-Knodel Inc., national radio and tv station representatives, appointed H. B. Humphrey, Alley & Richards, Boston and N. Y., as its advertising agency.

REPRESENTATIVE APPOINTMENTS

KBIF Fresno, Calif., names Weed & Co. national representative effective Sept. 15. Weed also represents KBIG Catalina under same ownership.

KUDL Kansas City, Mo., appoints Weed & Co. as national station representative.

REPRESENTATIVE PEOPLE

Bob Maggiore, Chicago office of The Branham Co., father of girl, Christine Joy. **Peter Childs,** Branham Chicago staff, also father of girl, Joy Elizabeth.

STATION PEOPLE

Katherine Peden, commercial manager of WHOP Hopkinsville, Ky., elected vice president and member of board of Hopkinsville Broadcasting Co.

H. M. (Mack) Humpidge, local sales staff, WSAV-TV Savannah, Ga., named commercial manager of station.

MR. HUMPIDGE

Charles L. Burrow, sales promotion manager, WBZ-WBZA Boston-Springfield, named national account executive with responsibility for national sales activity in New England area.

Clyde W. Johnson, program director, KLOH Pipestone, Minn., to program director of WFIN Findlay, Ohio, succeeding **Jack Douglas,** resigned to join WSRS Cleveland.

Edwin J. Lupman, news director, WTUX Wilmington, Del., to WASA Havre de Grace, Md., as program director.

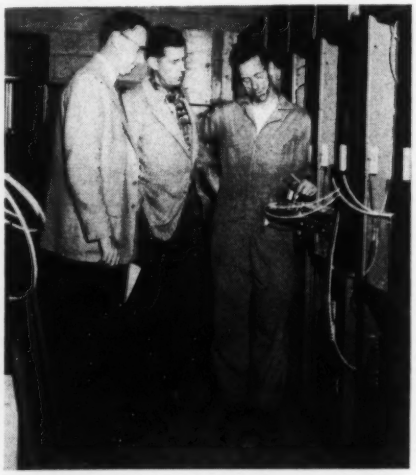
Jack J. D. Lehman, sales manager and chief engineer, WJMA Orange, Va., to chief engineer and assistant to president, WASL Annapolis, Md.

Bill Schubert, news department, WVET-AM-TV Rochester, N. Y., to publicity director of the stations.

Ken Carbonel, formerly with WMAQ Chicago, to production department of WBBM same city.

Lute Mason, formerly sports director at WDSM-TV Superior, Wis.-Duluth, Minn., to KSTP-TV St. Paul-Minneapolis as account executive.

William N. Davidson, manager of WRCA-TV New York, selected along with 15 other senior executives of companies throughout the country to participate in special course at School of Industrial Management, Massachusetts Institute of Technology, Cambridge, Mass. He was selected from all divisions and subsidiaries of RCA for course consisting of 10-week study of executive function and the business environment, starting Oct. 1.



CHECKING final installations prior to KSBW-TV's Salinas - Monterey, Calif., power boost to 240 kw [B•T, Sept. 3] are Ed Edison, KSBW-TV consulting engineer; Jack Frost of RCA, and Bill Hargan, the ch. 8 outlet's chief engineer. The increase to maximum authorized power was scheduled last Tuesday.

David Lea appointed program director, WRBL Columbus, Ga., and **Eleanor Whitelaw** to sales promotion director. **Bob Bradley** leaves WRBL sales department to take over morning radio show, *Rebel Reveille*.

Hal Moon, news editor, KSEL Lubbock, Tex., to KOSA-TV Odessa, Tex. in similar capacity.

Ray Brock, staff announcer, WHBY Appleton, Wis., named program director succeeding **Orion Samuelson,** who joined farm service department of WBAY-TV Green Bay, Wis.

George W. Wilson, news director, WIBX Utica, N. Y., to announcing staff, WSYR-AM-FM-TV Syracuse, N. Y.

Julian Bell, announcing staff, WSVA-TV Harrisonburg, Va., to station sales department. **Bruce Miller** to WSVA-TV announcing staff; **Betty Groah** to WSVA continuity department.

John M. Comley Jr., WMMW Meriden, Conn., to staff announcer, WKNB West Hartford, Conn.

Berry Long to KOSI Denver as account executive.

Bob Glacy, WGR Buffalo, N. Y., disc jockey, to WVET Rochester, N. Y., in similar position, succeeding early-morning deejay, **Bob Trebor,** who takes over an afternoon program.

Jim Westover, morning man, KQV Pittsburgh, Pa., to be commentator for Pittsburgh Symphony Orchestra *Concerts for Young People* series. He narrated series last year.

Don Speare, program director, KGFJ Hollywood, to head station news department. **Ed Perry,** KRKD Los Angeles, to KGFJ as announcer.

Casey Kasem, announcer, WJLB Detroit, to WJBK there for night series.

John Pondfield, film editor, WAAM (TV) Baltimore, appointed film supervisor.

Bob Duck, WSFA Montgomery, Ala., to WCTA Andalusia, Ala.

John V. Lyons, WCAO Baltimore, to sales staff of WCBM Baltimore.

W. B. Reisenweaver, chief engineer, WSJS-TV Winston-Salem, N. C., resigned to devote full-time to his two-way radio sales and service business. He also is partner in H&R Electronics, recently established to promote automation in industry.

Don Dilley, staff announcer, KYOU Greeley, Colo., named program director. **Roland Reed,** formerly chief engineer, KCOW Alliance, Neb., to KYOU as chief engineer succeeding **John Roscoe,** to KFEL Pueblo, Colo., as station manager. **Betty Eubanks** to KYOU as traffic director and **Ed DeCola** to KYOU staff announcer and disc jockey.

Peggy Fisher, former member of training program at WKAR-TV East Lansing, Mich., to station's staff as production assistant on fulltime basis. **Clark Lucas** from training program to fulltime staff cameraman.

Frank Cox, chief of auditing and bookkeeping department, KXOK St. Louis, and **Dr. Mary Mills** married Sept. 15.

Bob Cawley, production department, KRCA (TV) Hollywood, father of boy, Sean Patrick.

William Joseph Lewis, 50, control engineer, WRBL-TV Columbus, Ga., died Aug. 26.

STATION SHORT

Bartell Group Stations have adopted profit-sharing plan for employes. To be eligible employes must have been with group three years to earn employer's contribution, based on 15% of annual compensation paid participating employes. Stations in Bartell Group are WOKY Milwaukee, WMTV (TV) Madison and WAPL Appleton, all Wis.; WAKE Atlanta, KRUX Phoenix, Ariz., and KCBQ San Diego, Calif.

JOHN G. MYERS Co. (department store), Albany, N. Y., which does an annual business of approximately $10 million, has signed for four hours weekly for 26 weeks on WOKO Albany. The purchase is one of the largest single bulk time transactions ever made in the Albany tri-city market, according to the station. Present for the contract signing, which calls for Myers to sponsor one-half hour daily of the *Sun Dial* morning show and the 1½ hour Friday night teenage program, *Johnny G's Wax Works*, are (l to r) Howard B. Hayes, WOKO general manager; Millard Hunter, Myers advertising manager, and Roy H. Myers, president and general manager of the department store.

SUPER is the word for **STANDARD** **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

WOC-TV

They get the 1 Picture

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting . . .

WISCONSIN
IOWA
MISSOURI
ILLINOIS
TOP FIGURE each county — Number Pieces of PROGRAM Mail Received during 1955
2nd FIGURE each county — Number of Pieces of PROGRAM Mail per 1 000 Homes

This fabulous response . . . 91% of it to local live telecasts . . . began in 1950. That year . . . WOC-TV's first full year on the air . . . 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 39 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA —

Population	1,568,500
Families	484,800
Retail Sales	$1,926.588,000
Effective buying Income	$2,582,388,000
Source	1956 Survey of Buying Income (Sales Management)
Number TV Homes	317,902
Source	Advertising Research Foundation

WOC-TV Owned and Operated by Central Broadcasting Co.
Davenport, Iowa

The Quint-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

PRIZE: A TROPICAL ISLAND

PIEL BROS., Brooklyn, is launching a "Bert and Harry Piel Treasure Island Contest," today (Monday), with the grand prize the ownership of a tropical island in the Bahamas. The contest will be promoted by "Bert and Harry" on radio and tv and in printed media. Weekly contests will be held through Oct. 15, with contestants asked each week to write in 25 words, or less, a reply that "Bert" would make to a comment by "Harry." Each week 107 prizes will be awarded, including automobiles, appliances and color sets.

SALUTE TO THE IRISH ON MBS

MUTUAL will present a special, one-time only *Spirit of Notre Dame* program Friday (9-9:30 p.m. EDT) on the eve of the beginning of its broadcast schedule of Notre Dame U. football team. The program, which will feature persons associated with Notre Dame in the past and present, will be highlighted by a brief documentary outlining the career of David Hayes, president of WACE Chicopee, Mass., chosen to exemplify the "Spirit of Notre Dame." Mr. Hayes is an alumnus.

KDEF PREPARED FOR STEVENSON

KDEF Albuquerque News Director Ben Caine was one of approximately 200 news and cameramen surrounding Democratic candidates Adlai Stevenson and Estes Kefauver when they visited Albuquerque on their "grass roots tour" of the nation. However, Mr. Caine was prepared. A mobile unit had been installed in his convertible the previous day and he approached Clayton Fritchie, head of the press relations, with ". . . we're ready now sir." With no idea what Mr. Caine was talking about, Mr. Fritchie replied, "You are?" "Yes, sir, and right on schedule, too. Please get Mr. Stevenson out to our mobile unit . . ." Apparently unwilling to admit that a radio address had been scheduled without his knowledge, Mr. Fritchie whispered into the candidate's ear and then led him to the newsman's waiting convertible. Mr. Stevenson proceeded to deliver a brief, unscheduled radio address on KDEF, thus giving the station a clean beat over other news sources.

NTA SENDING EXPENSIVE KITS

NATIONAL TELEFILM Assoc., New York, last week started distribution of promotion kits for its package of 20th Century-Fox feature films to the more than 100 stations that have bought the films. NTA claimed the kit is "the most comprehensive to be put together by a distributor to support a station operator." The kit weighs six pounds and is in the form of a file folder. It contains pockets for synopses, publicity releases, on-the-air announcements, slides, telops, mat ads, photos, and newspaper and magazine reviews. The kits, available free to the stations, cost NTA about $50 each and would cost a station about $150 to duplicate, an NTA spokesman said.

KANSAS CITY'S 'PRETTIEST BABY'

USING 56 radio spots per week, Union Chevrolet, Kansas City, held a "Prettiest Baby" contest in which entrants were less than six years old. The contest, staged by Litman, Stevens & Margolin agency, Kansas City, was a tie-in with the fact that Union's Jerry Green claims to be one of the world's youngest Chevrolet dealers and, therefore, advertises as "Baby Jerry." The contest drew 3,000 entrants within two months and singer Bing Crosby served as judge.

Neither High Road Nor Low Road for WISN

TO POINT UP its new "Musicana" format, WISN Milwaukee, is employing "maestros" rather than disc jockeys.

The maestros earn this fancier title because of the care with which they prepare their programs to maintain the tone and quality of the "new listen" and the individualistic techniques with which they present them, according to John B. Soell, manager of WISN-AM-TV and his assistant manager for radio, Carl Zimmermann.

"When they prepare their programs, they start with a basic policy, Mr. Zimmermann explains. "The artists must be well known . . . the music must not scream or shout at the listener. Tempo is then considered. Because the music is smooth does not mean it must drag or become monotonous. At least every third selection must have a beat but definitely not a blues or rock-and-roll beat."

Although music is the focal point, the station's format also includes news, sports and network shows (predominantly ABC, with one NBC and one CBS show on Sunday).

"To know and present this music, WISN employs five of Milwaukee's and Wisconsin's most competent and popular air personalities," says Mr. Zimmermann.

They are The Little Maestro With the Long White Beard (in real life Bob Peterson), who is on in the early morning hours, and Maestros Bill Bramhall, Jack Denton, Tom Lambert and Don Froelich, who are on at various times throughout the day and evening. Bramhall is featured from noon to 3 p.m. for housewives, and Jack Denton is on hand for an additional audience of teenagers coming home from school between 3 and 6 p.m. Tom Lambert carries a more sophisticated after-dinner show, and the 9 p.m. to midnight stretch belongs to Don Froelich.

Network shows get their biggest play in the 9 a.m. to noon section of the day's programming and include *Breakfast Club,* serials, and music programs. Network news and sports are spotted at other times throughout the day.

Letters of praise for the new WISN format have been rolling in both from agencies and the listening public.

Typical of the agency comments is one from James Doolittle, radio-tv director of Klau-Van Pietersom-Dunlap, Milwaukee: "Perhaps the simple, most important element in station programming is to reach an audience with programs the majority of people will listen to. WISN reaches that level of people who are in the better position to buy or influence the purchaser of advertised products. I personally can't believe that the rock-and-roll enthusiasts or other musical fadists exert much influence when it comes to purchasing power . . ."

KDKA'S CARMAN TO CAMPAIGN

TO SCARE UP votes for Carman Monoxide, "presidential nominee" of *Cordic & Co.,* disc jockey show on KDKA Pittsburgh, a 14-car campaign train sponsored by the station will tour towns in the tri-state area, Sept. 29. At certain towns along the route, the train will stop for a *Cordic & Co.* show, featuring election speeches by Carman (played by Bob Trow) and supporting talks by other program characters. The trip began as an on-the-air gag while *Cordic & Co.* was on vacation the latter part of August and the station used pre-recorded skits supposedly taking place on a Carman campaign train. A real trip materialized when KDKA officials realized that many younger citizens had never seen such a train.

HERALDING 'CIRCUS BOY'

SCREEN GEMS has arranged a series of promotional events this week to herald the launching of its *Circus Boy* tv film series on NBC-TV Sept. 23 (7:30-8 p.m. EDT). During the week, Screen Gems will hold a circus party for 400 guests, including 100 youngsters belonging to the PAL (Police Athletic League); a press party with a circus motif; visits to New York hospitals by the cast of the tv film series and several ballyhoo stunts.

WBZ-TV SCOOPS LOCAL FIREMEN

WBZ-TV Boston claims a scoop on its competitors and local firemen when it began telecasting a Sept. 6 fire in Harvard U.'s Memorial Hall before the fire fighters arrived on the scene. A WBZ-TV worker saw the blaze and the station called the university to find out what was burning. This was the first notification Harvard had of the fire. WBZ-TV New Director Francis E. Whitmarch dispatched a tv camera with a Zoomar lens to the roof of the station's studios. News commentator Arch MacDonald began describing the blaze to viewers just as the first firemen arrived at the scene.

WNIB (FM) INVITES COMPARISON

WNIB (FM) Chicago is inviting comparisons with a series of promotional announcements asking listeners to tune in am broadcasts, then switch back to high fidelity fm. One announcement claims fm radio "compared with am is like a modern professional photograph compared with a tintype of yesteryear." Idea for the promotion was conceived by William C. Florian, WNIB program director.

WORLD SERIES PREPARATION

PAPER MATE Co. has signed actor-comedian Joe E. Brown to handle commercial pitches for its team of ball pens during the upcoming World Series on NBC-TV.

Mr. Brown will enact five different ball park characters—complete with rubbery grimaces and all the buffoonery. He'll start with his version of the pitcher's windup and run the gamut of catcher, umpire, sportscaster and hot dog vendor, throwing in a sales pitch for Paper Mate's Piggy-Back pen. The company filmed the spots in Yankee Stadium for authentic atmosphere and will be participating in World Series sponsorship for the first time.

TRADE INVITED TO GUESS

A "WORLD SERIES" contest among agency, advertiser, and network people has been launched by KELO-AM-TV Sioux Falls, KELO-TV's satellite KDLO-TV Florence, S. D., and WLOL Minneapolis. The contest will run

through the last four weeks of the baseball season, with a weekly prize awarded to the contestant guessing closest to the total number of runs that will be scored in both the National and American leagues in that week. For the first three weeks, portable tv sets will be awarded; for World Series week, a color tv set will go to the winner.

WBUF (TV) USING RADIO SPOTS

NBC, in double-barreled effort to promote full-time network status of its Buffalo o&o, WBUF (TV), ch. 17, will use sound to promote sight. Starting at end of month, network will launch round-the-clock radio announcement campaign on WEBR, WKBW and WBNY all Buffalo. Grey Adv., N. Y., is NBC's agency. Subject of week-long radio blitz: Completion of WBUF's new transmitting tower.

TV PIPER LEADS KIDS TO THEATRE

KPHO-TV Phoenix reported the "SRO" sign was hung out Labor Day by the large Fox Theatre there when the station's Wallace Snead acted as m.c. for a special children's cartoon performance patterned after Mr. Snead's *Wallace Watcher Club* tv show. More than 500 children were turned away, KPHO-TV said, quoting the theatre manager as saying the tie-in promotion "proves the influence of television." Members of *Wallace Watcher Club* got reduced admission tickets by showing their tv membership cards.

POLLING PRESIDENTIAL CHOICES

WALTER WINCHELL launched his post-card-poll-for-President project on his MBS program on Sept. 9 (Sun, 6-6:15 p.m. EDT), and asked listeners to indicate their preference and also if they plan to switch their votes this year. Mr. Winchell has arranged with the Reuben H. Donnelly Corp., mail handling specialists, to tally and record postcards addressed to him at Box 711, New York City. The newscaster will announce the results on his Oct. 7. broadcast.

ISLAND TOURISTS TAPED

CJRW Summerside, P.E.I., has a special tourist program *Hi Neighbor!* with interviews of tourists coming to the Canadian island province on the Atlantic Coast. CJRW interviews tourists while they are crossing from the mainland on the ferries plying Northumberland Strait and airs the taped interviews. To make sure the tourists touch at Summerside, they are given gift vouchers redeemable at stores sponsoring the program. Last year 90% of the vouchers were redeemed.

KPIX (TV) HOLDS GYM PREVIEW

KPIX (TV) San Francisco held a "sneak preview" and luncheon for the press at a local gymnasium to publicize the motion picture "Champion," starring Kirk Douglas and shown on the station's *Big Movie* program. The promotion took place at Newman and Herman's gym, a training center for professional fighters.

MISS COLOR TV CHOSEN

TWENTY-one-year-old Ann Daly of Ridgewood, N. J., was picked last week from among 473 contestants as Miss Color Tv 1957 by WRCA-TV New York. The winner of the six-week-long search, who will be featured prominently in the station's forthcoming "color tv week," will receive, for her troubles, a new RCA color tv set and a two-week vacation for two at the Concord Hotel, Kiamesha Lake, New York. She will make appearances on station and network (NBC) shows.

U. S. Visit Planned By Royal Commission

CANADA's Royal Commission on Broadcasting, which for months has been considering dominion broadcast policy problems, plans to visit New York and Chicago for discussions of various—and far-reaching—phases of this country's system of free broadcasting.

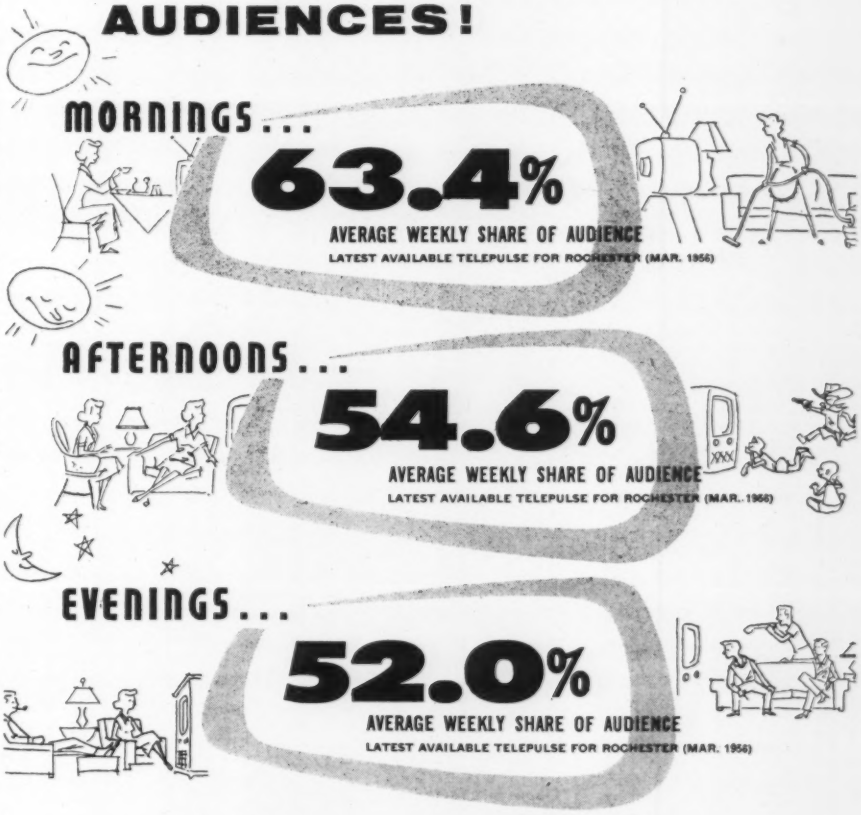
Before it's U. S. visit, the commission also plans, during its current sittings in Ottawa, to take evidence on subscription television from one and possibly two of the principal U. S. advocates of pay tv. Zenith Radio Corp., proponent of the Phonevision pay television system, is slated to appear and Skiatron Electronics & Television Corp. (Subscribervision) may be on hand. Famous Players Canadian Corp., which has the Canadian franchise for International Telemeter, also will be heard.

The pay-tv sessions are scheduled for Sept. 21, and perhaps Sept. 22, and the commission has left the way open for U. S. opponents of pay television to present their own views on the subject if they wish.

The commission—whose major problem is to find a solution to the Canadian Broadcasting Corp.'s financial difficulties—expects to wind up its public hearing in Ottawa about the second week of October and plans then to move to Chicago and New York for private sessions. The group, headed by Chairman R. M. Fowler, is scheduling a three-day visit to New York Oct. 17-19 and is undertaking to set up private —and separate—conferences with officials of CBS and NBC regarding their respective methods of operating, especially in television.

Among the subjects the commission would

AT *ANY* TIME OF DAY CHANNEL 10 GETS THE BIGGEST ROCHESTER AUDIENCES!



WRITE US TODAY FOR CHOICEST AVAILABILITIES IN ROCHESTER!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

like network information on are the determination of broadcast policies; organizational structures; network operation details; revenues from networking as against revenues from owned stations; affiliation policies; relationship of networks with Canadian broadcasters; discounts to sponsors; how tv program budgets are set up; agency vs. network control of programs; color television, video tape recording and other new developments and the effect they may have on tv economics; the uhf-vhf problems, and the outlook for radio.

Italian Publishers Protest RAI Commercial Tv Plans

A DELEGATION of Italian newspaper publishers has protested to the Italian Government against planned commercial television of RAI, Italian Radio & Television Service. Presently, the RAI radio service is operated on a semi-commercial basis while a switch in the tv service from non-commercial operations to an advertising basis was formally planned for this fall.

The publishers' argument is that RAI, as the state's broadcasting monopoly, has no right to operate in the field of advertising. They point to Article 43 of the Italian Constitution which prohibits the state to take over private segments of the economy and to enforce its monopolies. The publishers added that RAI's operations are in direct competition to other media and independence of the press thus is in danger.

Original plans for the introduction of commercial tv in Italy called for about 30 minutes of commercial segments before and 30 minutes after the usual (non-commercial) programs of RAI. State-owned SIPRA (Societa Italiana Publicita per Azioni) plans to handle the commercial segments. No rates for the commercial segments have yet been announced officially, but observers believe that future rates will be at the lire equivalent of about $500 to $1,000 for every three minutes.

Launching of advertising in Italian tv is most likely to be postponed beyond the original fall date. A meeting of SIPRA, which had been set for Torino and at which details were to be discussed for an early introduction of commercial tv, has been postponed.

Meantime, set sales in Italy are booming. New viewers added during the first quarter of this year were estimated at 70,000, which is only slightly less than the four-quarter total of 1954, the first year of regular tv in Italy.

Observers agree that almost all of the latest success of tv in Italy must be credited to one single program, *Lascia o Raddoppia?*, the Italian version of the *$64,000 Question*.

CBC Charged With Playing In Game, Being Umpire Too

REGULATORY POWERS and operational activities of the Canadian Broadcasting Corp. should be divorced, the Canadian Chamber of Commerce told the Canadian Royal Commission on Broadcasting at the Sept. 10 session at Montreal.

At this first reconvened post-summer session of the commission, the Canadian Chamber of Commerce stated that the CBC is in unfair competition with private stations and that the CBC board of governors is hamstrung in a conflict of interests between its own operations and those of private stations. The spokesman for the organization stated "in baseball, you can't play in the game and be umpire."

Commission chairman R. M. Fowler said his investigating body has yet to hear specific examples of unfair competition by the CBC. He questioned the spokesman for the Canadian Chamber of Commerce at length to find proof of any unfair competition with private stations, but no single case was supplied.

A number of other briefs were heard the first week of the reconvened sessions including some for the present radio-television status and some asking for encouragement of private station networks, not presently permitted by the CBC.

Hour in Question

THE Independent Television Authority, which operates all commercial tv stations in the United Kingdom, has asked the British Postmaster General for permission to telecast programs during the 6-7 p.m. hour, now blacked out on the theory that the absence of tv makes it easier for mothers to get their children to bed.

Its appeal to end the 60-minute break does not come as a result of advertiser pressure, according to London's *Commercial Television News*, which reports: "The sole reason is to ensure continuity of programming . . . research charts show clearly that the audience grows steadily during the afternoon and has to start rebuilding from 7 p.m. onwards." The *News* quotes an ITA executive that "those who have drifted away during the break period may forget to come back when transmissions are resumed." BBC reportedly is opposing any change in the present arrangement.

U. S. Broadcasters to Relate Selling Ideas to Canadians

SUCCESSFUL United States selling ideas in radio and television are to be unfolded before the Canadian regional broadcasters meeting at Hamilton, Ont., Oct. 21-23. To inform members of the Central Canada Broadcasters Assn. annual meeting at the Royal Connaught Hotel, Hamilton, on latest selling techniques, a large number of U. S. broadcasters have announced their intention to attend the sessions.

Included are Elmer O. Wayne, general sales manager of WJR Detroit; Robert B. Jones Jr., general manager of WFBR Baltimore; Ralph Brent, vice president of WIP Philadelphia; Robert Swezey, general manager of WDSU-AM-FM-TV New Orleans; Elmo Ellis, WSB Atlanta; Easter Straker, WIMA Lima, Ohio, and Carl E. Lee, vice president, WKZO-AM-TV Kalamazoo, Mich.

Tv Set Sales Down in Canada

WHILE SALES of television sets to dealers were up to 36,031 sets in July 1956 compared to 27,595 in July 1955, total sales of television receivers for the first seven months of 1956 were down from 273,518 last year to 252,227, according to figures released by the Radio-Electronics-Television Mfrs. Assn. of Canada.

Radio receiver sales, on the other hand, were up in the first seven months of this year to 275,877 sets compared to 247,425 in the same period last year.

...Going Our Way!*

Abner A. Wolf, President, Abner A. Wolf, Inc., the Nation's Largest Food Distributors, and J. E. Campeau, President CKLW-TV Detroit, sign a 750 hour, 52 week contract to promote over CKLW-TV, national brands sold in all AW Independent Markets in this region. PROOF again of the confidence men closest to this market have in the SELL APPEAL of this powerful 325,000 watt station. Why not find out what CKLW-TV or CKLW Radio can do for you?

*Show title featuring full-length Hollywood movies every Friday afternoon at 1 p.m.

FOR **RESULTS** IN THE DETROIT AREA, IT'S

CKLW-TV Channel 9

CKLW 800 KC

GUARDIAN BLDG. • DETROIT 26, MICH.

ADAM YOUNG, INC. *National Representative*

Station Authorizations, Applications

(As Compiled by B • T)

September 6 through September 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Sept. 12

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,905	3,052	156	282	132
Fm	522	547	33	8	1

FCC Commercial Station Authorizations

As of August 31, 1956

	Am	Fm	Tv
Licensed (all on air)	2,885	515	200
Cps on air	54	10	307
Cps not on air	112	20	113
Total authorized	3,051	545	620
Applications in hearing	185	1	123
New station requests	268	9	49
New station bids in hearing	127	0	72
Facilities change requests	157	4	28
Total applications pending	923	74	326
Licenses deleted in August	1	6	0
Cps deleted in August	1	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Sept. 12

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	367	90	457[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	332	314	646[1]
Noncom. Educational	23	21	44[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,016	337	796	557	1,354[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,077	337	830	584	1,415[5]

[1] 170 cps (33 vhf 137 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 690 already granted.

In this great market only WROK reaches the whole audience with its broadcasts of

Local Sports
Remote Coverage of Civic Events
U. of Illinois Football & Basketball

John Dixon, Gen. Mgr. — H-R, Nat'l. Reps.

WROK No. 1 for over 30 years

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Roanoke, Ind.—Sarkes Tarzian Inc. (WTTS-WTTV [TV] Bloomington, Ind.) granted uhf ch. 21 (512-518 mc); ERP 251 kw vis., 129 kw aur., ant. height above average terrain 760 ft., above ground 753 ft. Estimated construction cost $345,222, first year operating cost $300,000, revenue $275,000. Post office address 539 S. Walnut St., Bloomington, Ind. Studio and trans. location on Butler St., .44 mile east of intersection with Hillegas Rd., near Fort Wayne, Ind. Geographic coordinates 41° 06' 30" N. Lat., 85° 13' 45" W. Long. Trans. and ant. RCA. Legal counsel A. L. Stein, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Pres. **Sarkes Tarzian** (51%); Sec.-Treas. **Mary Tarzian** (17%); **Thomas T. Tarzian** (16%), and **Patricia J. Tarzian** (16%). Ch. 21 is assigned to Fort Wayne, but Roanoke is within 15-mile eligibility area. Announced Sept. 6.

Sucesion Louis-Pirallo Castellanos; Department of Education of P. R., both **Mayaguez, P. R.**—Designated for hearing applications for new tvs in consolidated proceeding with Ponce de Leon Bcstg. Co. of P. R. Applicants are seeking ch. 3. Announced Sept. 6.

APPLICATION

Sioux Falls, S. D.—Morton H. Henkin, vhf ch. 13 (210-216 mc); ERP 18.79 kw vis., 11.27 kw aur.; ant. height above average terrain 690 ft., above ground 673 ft. Estimated construction cost $197,857, first year operating cost $150,000, revenue $180,000. Post office address % Morton H. Henkin, 317 S. Phillips Ave., Sioux Falls. Studio location 317 S. Phillips Ave., Sioux Falls. Trans. location Springdale Township. Geographic coordinates 43° 28' 45" N. Lat., 96° 41' 06.5" W. Long. Trans. and ant. RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Sole owner **Morton H. Henkin** is 50% owner of **KSOO Sioux Falls.** Filed Sept. 6.

APPLICATION AMENDED

Casper, Wyo.—Donald Lewis Hathaway's application seeking cp for new tv to operate on ch. 6 amended to change ERP to 12.9 kw vis., 6.45 kw aur., change type ant. and make other equipment changes. Amended Sept. 6.

Existing Tv Stations . . .

ACTIONS BY FCC

WTTV (TV) Bloomington, Ind.—Is being advised that application for authority to change trans. location, change type ant. and make other equipment changes indicates necessity of hearing. Announced Sept. 6.

KICA-TV Clovis, N. M.—Granted applications for private tv intercity relay system between Amarillo, Tex., and Clovis for off-the-air pickup of programs of ch. 4 **KGNC-TV Amarillo,** near Hereford, relayed to station near Bovina, and transmitted from this point to KICA-TV (ch. 12) trans. Announced Sept. 10.

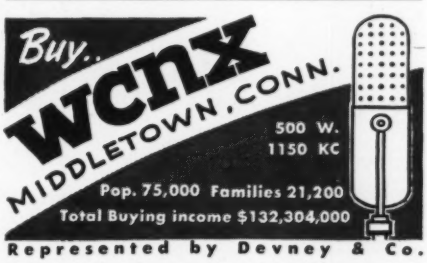
WSYE-TV Elmira, N. Y.—Granted mod. of cp to change ERP to 10 kw vis., 5 kw aur., install DA and make other equipment changes. Announced Sept. 11.

APPLICATION

WINT (TV) Waterloo, Ind.—Seeks mod. of cp (which authorized new tv) to change ERP to 470 kw vis., 254 kw aur., change type ant. and make other equipment changes. Filed Sept. 11.

APPLICATION AMENDED

WNHC-TV New Haven, Conn.—Amended to change name to Triangle Publications Inc. Amended Sept. 6.



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Translators . . .

ACTIONS BY FCC

Bishop, Calif.—James R. Oliver granted chs. 70 and 72 to rebroadcast ch. 2 **KNX-TV Los Angeles** and ch. 4 **KRCA (TV) Los Angeles,** respectively. Trans. output power 10 w, ERP to community 83 w. Post office address **P. O. Box 757,** Bishop. Estimated population to be served 6,500. Announced Sept. 6.

Hawthorne-Babbitt, Nev.—Mt. Grant Television Booster Service Corp. granted ch. 70. Trans. output power 10 w. ERP to community 98 w. To rebroadcast **KRON-TV San Francisco, Calif.** Estimated total population to be served 7,500. Estimated construction cost $4,000, first year operating cost $750. Announced Sept. 6.

New Am Stations . . .

ACTIONS BY FCC

Fry, Ariz.—Carleton W. Morris granted 1420 kc, 1 kw D. Post office address P. O. Drawer C, Lowell Station, Bisbee, Ariz. Estimated construction cost $25,400.01, first year operating cost $21,966, revenue $26,973. Mr. Morris, sole owner, is owner of **KSUN Bisbee** and **KAWT Douglas, Ariz.** Announced Sept. 6.

Phoenix, Ariz.—Grand Canyon Broadcasters' application seeking cp for new am to operate on 1540 kc, 1 kw D, returned. (Dated wrong.) Action Sept. 11.

Sepia Bcstg. Co., Little Rock, Ark.; Radio Pine Bluff, Pine Bluff, Ark.—Designated for consolidated hearing on applications for new ams to operate on 1590 kc, 1 kw D. Announced Sept. 12.

Ridgecrest, Calif.—FCC denied protests and petitions for reconsideration by **KDOO Ridgecrest** and **KRCK Ridgecrest, directed to Com**mission's July 11 grant of application of **Ian S. Lansdown** for new am **KRKS** to operate on 1240 kc, 250 w unl., in Ridgecrest. Announced Sept. 10.

Golden, Colo.—Golden Radio Inc. granted 1250 kc, 1 kw D. Post office address 785 Detroit, Denver, Colo. Estimated construction cost $17,850, first year operating cost $57,000, revenue $61,000. Principals are Pres. **William H. Finch** (5.68%), 39.69% owner of **KCSR Chadron, Neb.;** Secy.-Treas. **Robert W. Fouse** (5.68%), 39.69% owner of KCSR; Vice Pres. **Conrad F. Schader** (25%), **KTLN Denver** employe; **Fred D. Fouse** (31.81%), 20.61% owner of KCSR, and **Rachel R. Fouse** (31.81%), housewife. Announced Sept. 12.

Madison, Fla.—FCC denied protest by **WCNH Quincy, Fla.,** directed against Commission's action of July 18 granting without hearing application of Norman O. Protsman for cp for new am to operate on 1230 kc, 250 w specified hours, in Madison. Announced Sept. 6.

Punta Gorda, Fla.—Deep South Radioways' application seeking cp for new am to operate on 1340 kc, 1 kw specified hours, returned. (Re notarization.) Action Sept. 11.

Tampa, Fla.—Robert W. Rounsaville's application seeking cp for new am to be operated on 1010 kc, 10 kw D, dismissed at request of attorney. Action Sept. 11.

E. D. Covington Jr., Winter Garden, Fla.—Designated for hearing application for new am to operate on 1330 kc, 500 w D, in consolidated proceeding with applications for new am stations of Polk Radio Inc., 1330 kc, 1 kw D, in Lakeland, Fla., and **Duane F. McConnell** on 1320 kc, 500 w D, in Winter Haven, Fla. Announced Sept. 6.

Wayne Bcstg. Co., Jesup, Ga.—Designated for hearing on application for new am to operate on 990 kc, 1 kw D; **WBGR Jesup** made party to proceeding. Announced Sept. 12.

Portland, Me.—Casco Broadcasters Corp. granted 1310 kc, 1 kw D. Post office address 223 Lisbon St., Lewiston, Me. Estimated construction cost $16,896.30, first year operating cost $67,500, revenue $70,000. Principals include Pres. **Sherwood J. Tarlow** (49%), gen. mgr., sole owner of **WHIL Medford, Mass.,** pres., 60% owner of **WGUY Bangor, Me.;** Vice Pres. **Melvin L. Stone** (25%), pres., 49.865% owner of **WRUM Rumford, Me.,** 55.493% owner of **WGHM Skowhegan, Me.,** and Treas. **Faust Couture** (25%), pres., 98% owner of **WCOU Lewiston, Me.,** and **WFAU Augusta, Me.** Announced Sept. 12.

Portland, Ore.—James R. Roberts granted 1010 kc, 1 kw D. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $15,000, first year operating cost $40,000, revenue $50,000. Mr. Roberts has had engineering training. His parents, **Cecil W.** and **Jane A. Roberts,** own **KREI Farmington, KBIA Columbia, KCHI Chillicothe,** all **Mo., WINI Murphysboro, Ill.,** and **KCRB Chanute, Kan.** Announced Sept. 6.

Erie, Pa.—Joseph P. Wardlaw Jr.'s application seeking cp for new am to operate on 1570 kc, 250 w D, dismissed at request of attorney. Action Sept. 11.

Warwick, R. I.—West Shore Bcstg. Co. granted 1590 kc, 1 kw D. Post office address 30 Hannah Dr., Warwick. Estimated construction cost $19,879, first year operating cost $36,400, revenue $45,500. Principals are: Vice Pres.-Treas. **David L. Stackhouse** and his sister **Anna F. Stackhouse,** joint owners of 50% of outstanding stock, and Mr. and Mrs. **James C. Coffey,** joint owners of remaining 50%. All principals have real estate interests. Announced Sept. 6.

San Saba, Tex.—Radio San Saba granted 1410 kc, 500 w D. Post office address 1601 Rindie St., Irving, Tex. Estimated construction cost $15,800, first year operating cost $26,000, revenue $30,000. Principals are equal owners **J. Earl Webb,** painting contractor, and **Gilbert T. Webb,** commercial manager of **KSWA Graham, Tex.** Announced Sept. 12.

Great Western Radio Co., Midland, Tex.; John Jack Bentley, Stanton, Tex.—Designated for consolidated hearing applications for new ams to operate with 1 kw D, Great Western on 1580 kc and Bentley on 1600. Announced Sept. 6.

Spokane, Wash.—Robert D. and **Martha M. Rapp** granted 1380 kc, 5 kw D. Post office address 1804 Paris Rd., Columbia, Mo. Mr. Rapp is former Air Force communications officer and has been serving as general manager of **KBIA Columbia.** Announced Sept. 6.

Walla Walla, Wash.—Leader Bcstg. Co. granted 1540 kc, 1 kw D. Post office address 68 Boyer Dr., Walla Walla. Estimated construction cost $16,950, first year operating cost $36,000, revenue $42,000. Principals include **Arch Le Roux** (70%), free-lance announcer, producer; **La Salle Le Roux** (15%), sporting goods, and **Dale Issenhuth** (15%), chairman of board, 30% stockholder of Superior Plastics Corp., manufacturer of electronics parts. Announced Sept. 6.

Fairbanks, Alaska—Radio Anchorage Inc. granted 1240 kc, 250 w unl. Post office address P. O. Box 1960, Anchorage, Alaska. Estimated construction cost $8,000, first year operating cost $72,000, revenue $84,000. Radio Anchorage Inc. is licensee of **KBYR Anchorage.** Announced Sept. 12.

APPLICATIONS

Eureka, Calif.—Independent Broadcasters, 690 kc, 5 kw D. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $28,588, first year operating cost $50,000, revenue $60,000. Principals include **C. E. Wilson** (45%) and **P. D. Jackson** (45%), owners of **KBOY Medford, Ore.,** and **KLAD Klamath Falls, Ore.,** and **C. B. Field** (10%), chief engineer at KBOY. Filed Sept. 11.

Cocoa, Fla.—Emerson W. Browne, 1350 kc, 1 kw D. Post office address P. O. Box 632, Quitman, Ga. Estimated construction cost $12,050, first year operating cost $24,000, revenue $36,000. Mr. Browne is owner of **WSFB Quitman,** and owns 33.3% of **WCLB Camilla, Ga.** Filed Sept 11.

Ashburn, Ga.—Thomas D. Pickard, 1570 kc, 1 kw D. Post office address P. O. Box 434, Tifton, Ga. Estimated construction cost $15,635, first year operating cost $27,500, revenue $36,000. Mr. Pickard holds real estate interests. Filed Sept. 11.

Coeur D'Alene, Idaho—Radio Actives, 1050 kc, 250 w D. Post office address P. O. Box 123, Opportunity, Wash. Estimated construction cost $13,036, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert L. Swartz** and **Arthur R. MacKelvie,** co-owners of **KZUN Opportunity.** Filed Sept. 11.

Pocatello, Idaho—Pocatello Radio Inc., 540 kc, 500 w D. Post office address % Don W. Burden, 511 S. 17th St., Omaha, Neb. Estimated construction cost $23,035, first year operating cost $39,520, revenue $56,520. Applicant is wholly-owned subsidiary of **KOIL Omaha, Neb.** Filed Sept. 11.

Cedar Falls, Iowa—Jane A. Roberts, 1250 kc, 500 w D. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $17,500, first year operating cost $36,000, revenue $50,000. **Jane A. Roberts** and her husband **Cecil** own and operate following stations: **KREI Farmington, Mo.; KCHI Chillicothe, Mo.; KBIA Columbia, Mo.; KCRB Chanute, Kan.,** and **WINI Murphysboro, Ill.** Filed Sept. 11.

Prestonburg, Ky.—Cumberland Pub. Co., 960 kc, 1 kw D. Post office address Pikeville, Ky. Estimated construction cost $47,000, first year operating cost $40,000, revenue $55,000. Applicant is owner of **WLSI Pikeville, Ky.** Filed Sept. 12.

Albany, Ore.—The Albany Bcstg. Co., 860 kc, 250 w D. Post office address 1016 Washington St., Albany. Estimated construction cost $11,000, first year operating cost $40,000, revenue $60,000. Principals include **Chester B. Wheeler** (80%), general manager of **KWIL Albany; E. V. Bennett** (6.66%), and **Claude H. Kime** (6.66%), dentist. Filed Sept. 12.

APPLICATIONS AMENDED

Pocatello, Idaho—J. Ronald Bayton's applica-

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tion seeking cp for new am to operate on 690 kc, 1 kw D, amended to change frequency to 1290 kc, make changes in ant. system (decrease height) and change ground system. Amended Sept. 12.

Corinth, Miss.—Triangle Bcstg. Co.'s application seeking cp for new am to operate on 1350 kc, 500 w D, amended to change frequency to 1330 kc. Amended Sept. 11.

Bucyrus, Ohio—Bucyrus Enterprises' application seeking cp for new am to operate on 1010 kc, 250 w D, DA, amended to make changes in DA pattern and make changes in ground system. Amended Sept. 12.

Gresham, Ore.—John Truhan's application seeking cp for new am to operate on 860 kc, 1 kw D, amended to change power to 250 w. Amended Sept. 12.

Kenmore, Wash.—Jane A. Roberts' application seeking cp for new am to operate on 1330 kc, 1 kw D, DA, amended to change station location to Kenmore-Bothell, Wash., and make changes in DA. Amended Sept. 12.

Existing Am Stations . . .

ACTIONS BY FCC

KCRE Crescent City, Calif.—Application seeking cp to change frequency from 1400 kc to 1240 kc returned to be notarized. Action Sept. 11.

KSFO San Francisco, Calif.—Application seeking mod. of license to change name of licensee to Golden West Broadcasters returned. (Filed in wrong name.) Action Sept. 11.

KHIL Fort Lupton, Colo.—Application seeking mod. of license to change station location to Brighton-Fort Lupton, Colo., and establish second main studio in Brighton, returned. (Necessary to file Form 301.) Action Sept. 11.

KFMA Davenport, Iowa—Granted increase in power from 250 w to 500 w, continuing operation on 1580 kc, D. Trans. to be operated by remote control from main studio. Announced Sept. 6.

WICO Salisbury, Md.—Granted mod. of cp to change ant.-trans. and studio location to Ellegood St., near corner of Glen Rd., west of Salisbury, and 700 E. Main St., Park Bldg., Salisbury; to operate trans. by remote control from studio location, and to make changes in ant. and ground systems. Announced Sept. 11.

WCRB Waltham, Mass.—Granted change in D power from 1 kw to 5 kw, continuing on 1330 kc, 1 kw N, DA-2; engineering conditions. Announced Sept. 6.

WMKL Dowagiac, Mich.—Application seeking mod. of cp (which authorized new am) for extension of completion date dismissed and call letters of station deleted. Action Sept. 6.

WCGC Belmont, N. C.—Granted change on 1270 kc from 500 w D to 1 kw-LS, 500 w N. DA-N; engineering conditions. Announced Sept. 12.

KOHU Hermiston, Ore.—Application seeking cp to change frequency from 1570 kc to 900 kc dismissed at request of applicant. Action Sept. 11.

WSIG Mount Jackson, Va.—Granted change in operation from 1 kw D to 5 kw, DA-D; engineering conditions. Announced Sept. 6.

WHIS Bluefield, W. Va.—Granted change in N operation from 5 kw DA, to 500 w, non-DA, continuing operation on 1440 kc, 5 kw-LS. Announced Sept. 12.

APPLICATIONS

KAGR Yuba City, Calif.—Seeks cp to increase power from 100 w to 250 w. (Request waiver of Rule 3.28 [c].) Filed Sept. 12.

WSTU Stuart, Fla.—Seeks cp to increase power from 100 w to 250 w. Filed Sept. 12.

WCPM Cumberland, Ky.—Seeks cp to change frequency from 1490 kc to 1410 kc, increase power from 250 w to 1 kw and change hours from unl. to D. Filed Sept. 12.

KGAC St. Peter, Minn.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location to intersection of Grace St. and State Aid Rd., 5, St. Peter. Filed Sept. 6.

WOW Omaha, Neb.—Seeks cp to erect new ant. (increase height). Filed Sept. 11.

KABQ Albuquerque, N. M.—Seeks cp to change frequency from 1340 kc to 1370 kc, increase power from 250 w to 1 kw and change hours of operation from unl. to D. Filed Sept. 11.

WALY Herkimer, N. Y.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location and to make changes in ant. system. Filed Sept. 11.

WRIV Riverhead, N. Y.—Seeks cp to increase power from 500 w to 1 kw. Filed Sept. 11.

WVET Rochester, N. Y.—Seeks authority to transmit football games from Aquinas Stadium, Rochester, to **CKCR Kitchener, Ont.** Filed Sept. 11.

WDAS Philadelphia, Pa.—Seeks cp to make changes in DA-D. Filed Sept. 6.

KYOK Houston, Tex.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Sept. 6.

KDWT Stamford, Tex.—Seeks cp to change frequency from 1400 kc to 1390 kc, increase power from 250 w to 500 w and change hours of operation from unl. to D. Filed Sept. 11.

KPOA Honolulu, Hawaii—Seeks cp to change frequency from 630 kc to 650 kc and increase power from 5 kw to 10 kw. Filed Sept. 11.

APPLICATION AMENDED

KOCS Ontario, Calif.—Application seeking cp to increase power from 250 w to 1 kw; change hours from D to unl.; install DA-1; change ant.-trans. and studio locations, and make changes in ant. system, amended to make changes in DA pattern. Amended Sept. 12.

New Fm Stations . . .

ACTIONS BY FCC

Ithaca, N. Y.—Cornell Radio Guild Inc.'s application seeking cp for new fm returned. (Accepted for filing in error.) Action Sept. 12.

Lubbock, Tex.—Southwestern Bcstg. Co. granted 93.7 mc, 9.6 kw unl. Post office address 1916 Avenue "Q", Lubbock. Estimated construction cost $12,000, first year operating cost $36,000, revenue $45,000. Principal owner is Lubbock Bcstg. Co., licensee of **KSEL Lubbock.** Announced Sept. 6.

APPLICATION

Jonesboro, Ark.—Arkansas State College, 91.9 mc., .764 kw. Post office address c/o John E. Cramer, Box 176, Arkansas State College, State College, Ark. Estimated construction cost $5,500, first year operating cost $2,850. Station is for noncommercial, educational purposes. Filed Sept. 11.

Existing Fm Stations . . .

ACTIONS BY FCC

KBNE-FM Modesto, Calif.—Granted mod. of license to operate trans. by remote control from corner of Sylvan and Old Oakdale Rds., Stanislaus County, approximately 4.5 miles north of Modesto. Announced Sept. 11.

WLOL-FM Minneapolis, Minn.—Seeks mod. of cp (which authorized new fm) to change ERP to 9.7 kw; change ant. height to 323 ft.; change trans. location to St. Anthony & Frontenac Sts., St. Paul, Minn., and change ant. system. Filed Sept. 12.

WUSC-FM Columbia, S. C.—Granted cp to change studio location to 1316 Pendleton St., Columbia, and change ERP to .0986 kw. Announced Sept. 11.

PETITION

KGMS-FM Sacramento, Calif.; KPFA-FM Berkeley, Calif.—Filed joint petition requesting institution of rule-making proceeding to amend tentative allocation plan for Class B Fm stations in California by assignment of ch. 263 to Sacramento and deletion of same in San Francisco-Oakland metropolitan district; also deletion of ch. 233 in Sacramento. Announced Sept. 7.

Ownership Changes . . .

ACTIONS BY FCC

KXXL Monterey, Calif.—Granted assignment of license from **S. A. Cisler** to Pacific Ventures Inc., for $110,000. Principals are Pres. **Norman H. Biltz** (20.98%), **Joseph W. Baldecchi** (7.87%), **William J. Cashill** (7.87%), **Marsh Johnson** (11.8%), **Ruth M. Nelson** (7.87%), **Clayton E. Helgren** (7.87%), Dollar Associates Inc. (9.20%) and others. Announced Sept. 6.

KEAR San Francisco, Calif.—Granted assignment of license to Mid-America Broadcasters Inc. for $500,000. Mid-America principal is Pres.

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FOR THE RECORD

David M. Segal (90.2%). Mid-America stations are **KOSI Denver, Colo.**, and **WGVM Greenville, Miss.** Announced Sept. 6.

KWG Stockton, Calif.—Granted assignment of license to Western Bcstg. Co. for $85,000. Principals are equal owners **Douglas D. Kahle**, owner of **KWIN Ashland, Ore.**, and businessman **Robert J. Ramsey.** Announced Sept. 6.

WGMS-AM-FM Washington, D. C.—FCC granted petition for reconsideration filed by **Lawrence M. C. Smith** to extent of postponing effective date of July 18 grant of assignment of license and cp of WGMS-AM-FM from The Good Music Station Inc. to RKO Teleradio Pictures Inc., pending determination with respect to Smith's protest; designated applications for oral argument on Oct. 1, and afforded applicants until Oct. 12 to effect reassignment of licenses and cp to assignor. Mr. Smith is licensee of **WFLN (FM) Philadelphia, Pa.**, and has interest in **WAEB Allentown, Pa.** Announced Sept. 12.

WGES Chicago, Ill.—Granted assignment of license to partnership, comprising two new members, through gift of 5% interest to each of two children of **Vivian I. Cristoph.** Mrs. Cristoph will retain 24%. No transfer of control is involved. Announced Sept. 11.

WIOU Kokomo, Ind.—Granted assignment of license to Booth Radio & Tv Stations Inc. for $180,000. Principals are **John L. Booth** and family. Booth interests include **WJLB-WBRI (FM) Detroit; WBBC Flint, WSGW Saginaw, WIBM Jackson,** all Mich., and **WJVA South Bend, Ind.** Announced Sept. 12.

KLEM Le Mars, Iowa—Granted assignment of license from **Charles E. Loving** and **Robert McKune** to **George Martin De Ruyter** for $37,500. Announced Sept. 6.

WDBC Escanaba, Mich.—Granted relinquishment of control by **Frank J. Lindenthal** through gift of his 53.1% interest, with exception of two shares, to his brother, **George D. Lindenthal**, who owns 45.5% of station. Announced Sept. 12.

WMCN (TV) Grand Rapids, Mich.—Granted transfer of control of permittee corporation from **E. A. McCready Sr., E. A. McCready Jr.**, et al. to H & E Balaban Corp. The McCreadys are transfering 40%. H & E Balaban also is acquiring 6.6% from 40% owner Pres. **John D. Loeks** and 3.6% from 20% owner Secy. **Howard W. Freck.** Consideration is $7,500. H & E Balaban Corp. owns 50% of **WICS (TV) Springfield, Ill.**, 50% of **WTVO (TV) Rockford, Ill.**, and 100% of Birmingham Television Corp., applicant for ch. 42 in Birmingham, Ala. Announced Sept. 12.

WDOB Canton, Miss.—Granted transfer of control of licensee corporation from **J. Dige Bishop, James T. Ownbey** and **Ann Davis**, all of present stockholders, to **W. E. Farrar, Hugh Hughes, R. E. Hook** and **Lucille Hook** for $26,000, less $5,000 liabilities. Principals have held interest in **WRUS Russellville, Ky., WRAG Carrolton, Ala.**, and **WMAG Forest, Miss.** Announced Sept. 12.

KGHM Brookfield, Mo.—Application seeking assignment of license to **Ira J. Williams** returned. (Not properly completed.) Action Sept. 12.

KLCB Libby, Mont.—Granted involuntary transfer of control of licensee corporation from **Mary Elizabeth** and **Oliver G. Coburn**, as family group, to Oliver G. Coburn, administrator of estate of Mary Elizabeth Coburn, deceased. Announced Sept. 11.

WFPG Atlantic City, N. J.—Granted assignment of license to WFPG Inc. for $150,000. **Jerome Sill** (98% owner), has formerly been associated with **WMIL Milwaukee.** Announced Sept. 6.

KBWL Blackwell, Okla.—Granted transfer of control to Vice Pres. **E. N. Haynes** (60.52%). Mr. Haynes was already minority stockholder. Cost of additional (controlling) shares was not indicated in application. Announced Sept. 6.

WBAC Cleveland, Tenn.—Granted transfer of control and assignment of license to Fitch & Kile Inc., for about $150,000. Principals are equal owners **Thad F. Fitch,** general manager of WBAC, and **Walter T. Kile,** automobile interests. Announced Sept. 6.

KWBU Corpus Christi, Tex.—Granted assignment of license to Broadcasters Inc. for $150,000 in cash and notes. Principals include Secy. **Frances C. Gaguine** (22.5%), homemaker; Cresslenn Oil Co. (16.87%); **Harry H. Hayes** (11.25%), present manager of KWBU; **Ben F. Vaughan Jr.** (11.25%), oil interests, and others, none holding over 6%. Announced Sept. 6.

KLUF Galveston, Tex.—Granted acquisition of negative control of licensee corporation by **George Roy Clough** through transfer of 1% from his wife **Helen D. Clough,** deceased. Mr. Clough will hold 50%. Announced Sept. 11.

KTXL San Angelo, Tex.—Granted assignment of license to San Angelo Bcstg. Co. for $15,000. Sole owner **Warren J. Fortier** is owner of **KVLH Pauls Valley, Okla.**, and is 33.3% owner of **KMRC Morgan City, La.** Announced Sept. 12.

KXOX Sweetwater, Tex.—Granted assignment of license to Radio Station KXOX. Sole owner **F. L. Ledbetter** is selling 45% to his general manager **Myrl Stein** for $25,000. Announced Sept. 6.

KBBC Centerville, Utah—Granted assignment of cp to Bountiful Bcstg. Co. **George D. Daley** and **Richard S. Prows** are dissolving their partnership. Mr. Prows is buying Mr. Daley's interest for $1,100. Principal owners of new corporation will be **Richard S. Prows** (33%), **J. Golden Barton** (33%), and **Adam M. Duncan** (33%). Announced Sept. 12.

WSVA-AM-FM-TV Harrisonburg, Va.—Granted assignment of license to Shenandoah Valley Bcstg. Inc. Corporate change only, no change in control. Announced Sept. 11.

APPLICATIONS

KWHN Fort Smith, Ark.—Seeks transfer of control from **Salome Nakdimen,** administratrix of estate of **Hiram S. Nakdimen,** deceased, to KWHN Bcstg. Co. for $75,000. Filed Sept. 11.

WROD Daytona Beach, Fla.—Seeks transfer of control of licensee corporation from **Edgar J. Sperry** and **Josephine T. Sperry** to **James F. McDonough** and **John E. Murphy** for $125,000. Transfer involves 100%. Mr. McDonough, chief engineer at **WDXN Clarksville, Tenn.**, and Mr. Murphy, sales manager at **WDXI Jackson, Tenn.**, will be equal owners. Filed Sept. 6.

WBIW Bedford, Ind.—Seeks assignment of license to Bedford Bcstg. Co. for $72,500. Principals are equal partners **Joseph H. McGillvra** and his wife **Agnes I. McGillvra,** who have application pending for new am at Kingston, N. Y. Filed Sept. 6.

WARE Ware, Mass.—Seeks assignment of license and cp to Central Massachusetts Bcstg. Corp. for $105,000. Principals are **Bertram Roberts** (45%), dentist; **Sherwood J. Tarlow** (40%), banker; **Allan W. Roberts** (10%), former employee at numerous am stations, and **Joseph Kruger** (5%), sales manager at **WHIL Medford, Mass.** Filed Sept. 11.

WSOO Sault Ste. Marie, Mich.—Seeks acquisi-

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Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
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Exbrook 2-5671-2

NATION-WIDE SERVICE

tion of positive control by **Ann O. Pratt** through purchase of 66.4% from **Otto B. McNaughton** and **Sherwin Overholt**, executors of estate of **Vernon W. Aikins**, deceased, for cancellation of $16,000 indebtedness. Ann O. Pratt is secy.-1.5% owner of WSOO and is 33.3% owner of **WESK Escanaba, Mich.** Filed Sept. 6.

WBBR Brooklyn, N. Y.—Seeks assignment of license to Tele-Broadcasters of N. Y. Inc. for $133,000. Principal is Tele-Broadcasters Inc., licensee of **WKXL Concord, N. H.**; **WARE Ware, Mass.** (this station is being sold, see separate item); **WKXV Knoxville, Tenn.**; **KUDL Kansas City, Mo.**, and **WPOP Hartford, Conn. H. Scott Kilgore** is 100% owner of Tele-Broadcasters Inc. Filed Sept. 11.

WSTP-AM-FM Salisbury, N. C.—Seeks assignment of license to WSTP Inc. for $83,000. Principals are **Thomas D. Harrell Jr.** (50%), sales manager at **WFNC Fayetteville, N. C.**; **Mary Langingham Harrell** (10%); **Theodore Ward Austin** (30%) program manager at **WGEM Quincy, Ill.**, and **Margaret Thornton Austin.** Filed Sept. 11.

KQUE Albuquerque, N. M.—Seeks assignment of license and cp to KQUE Corp. for $135,000. Principals are Pres. **John R. Albers** (20.9%), interest in **KEOK Fort Dodge, Iowa**; **Eskil M. Nelson** (17.7%), interest in KEOK, and seven others, none holding over 9.7%. Filed Sept. 6.

KBKR Baker, Ore.—Seeks involuntary transfer of control from **Ruth H. Jacobs**, deceased, to **Barbara L. Lockwood**, executrix of estate of **Ruth H. Jacobs.** Transfer involves 92%. Filed Sept. 6.

KFJI Klamath Falls, Ore.—Seeks involuntary transfer of control from **W. D. Miller**, deceased, to **Willard D. Miller**, executor of estate of W. D. Miller. Transfer involves 100%. Willard D. Miller is son of W. D. Miller. Filed Sept. 6.

WDKD Kingstree, S. C.—Seeks assignment of license to **E. G. Robinson Jr.** tr/as Palmetto Bcstg. Co. Mr. Robinson, present 50% owner of station, is buying out his partner **M. L. Few** for $70,000. Filed Sept. 12.

KCMR McCamey, Tex.—Seeks transfer of stock from **Jack W. Hawkins, Barney Hubbs** and **Gene Hendryx** to **Kenneth Bond.** Mr. Hawkins will transfer 14.5%, Mr. Hendryx 20%, and Mr. Hubbs 14.5%. Mr. Bond is manager of station. Filed Sept. 11.

Hearing Cases . . .

INITIAL DECISIONS

Colorado Springs, Colo.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of applications of Taylor Bcstg. Co. for new am to operate on 1460 kc, 1 kw D, in Colorado Springs, and Garden of the Gods Bcstg. Co. for new am to operate on 1490 kc, 1 kw unl., in Manitou Springs, Colo. Announced Sept. 7.

WEBB Dundalk, Md.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward affirming Commission's April 11 grant to WEBB to increase D power from 1 kw to 5 kw; change DA system, and change station location from Dundalk to Baltimore, Md., continuing operation on 1360 kc. Announced Sept. 7.

OTHER ACTIONS

Gilroy, Calif.—FCC denied request by Bernard & Jobbins Bcstg. Co. for waiver of hearing on its application for new am in Gilroy. Announced Sept. 11.

WGTH-TV Hartford, Conn.—FCC granted joint petition by General-Times Television Corp. and CBS; terminated hearing proceeding; removed stay, and reinstated effectiveness of grant of assignment of cp of WGTH-TV from General-Times to CBS. Commissioner Bartley dissented. Announced Sept. 11.

Elizabethtown, Pa.—FCC enlarged issues in proceeding involving mutually exclusive applications by Musser Bcstg. Co., Colonial Bcstg. Co., and Radio Columbia for new am stations in Elizabethtown area to include issue involving Radio Columbia's proposed trans. location at Columbia. By another order, Commission denied petition by Colonial to include issue on Musser's proposed trans. site at Elizabethtown. Announced Sept. 11.

Pittsburgh, Pa.—FCC denied March 29 petition by **WSTV-AM-FM-TV Steubenville, Ohio** to enlarge issues in Pittsburgh ch. 11 proceeding to add new issue on consequences of grant of application for mod. of cp of **WIIC (TV) Pittsburgh.** Announced Sept. 11.

KTSA-AM-FM San Antonio, Tex.—FCC (1) granted petitions by McLendon Investment Corp. and O. R. Mitchell Motors insofar as they request postponement of effectiveness of June 27 stay of grant of transfer of control of KTSA-AM-FM from O. R. Mitchell Motors to McLendon Investment Corp., pending final decision after "protest" hearing in Docket 11762; and (2) authorized McLendon to utilize authorization pending said final decision. (Previous order required return of control to O. R. Mitchell by Sept. 12.) Announced Sept. 7.

WCHS-TV Charleston, W. Va.—FCC made effective immediately initial decision and granted application of WCHS-TV for mod. of cp to move trans. 11 miles from Charleston; increase ant. height to 1,236 ft.; decrease vis. ERP from 316 kw to 158 kw; change type equipment, and make

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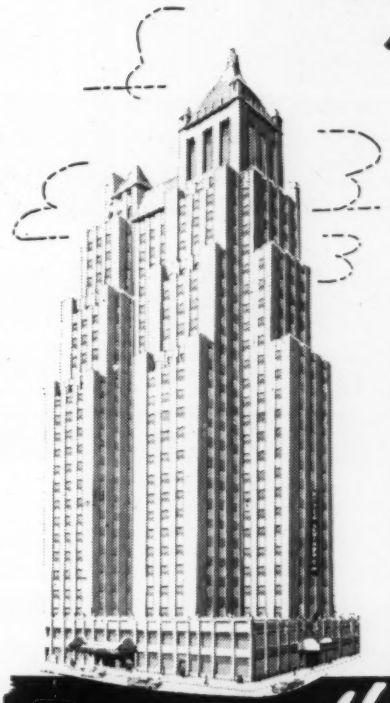

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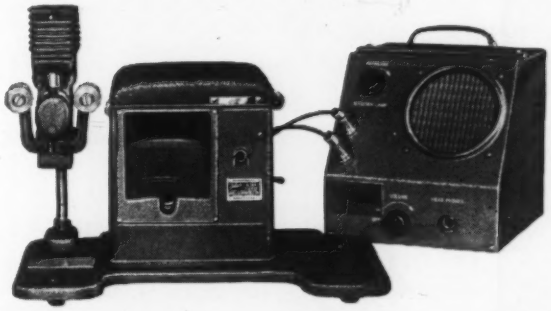

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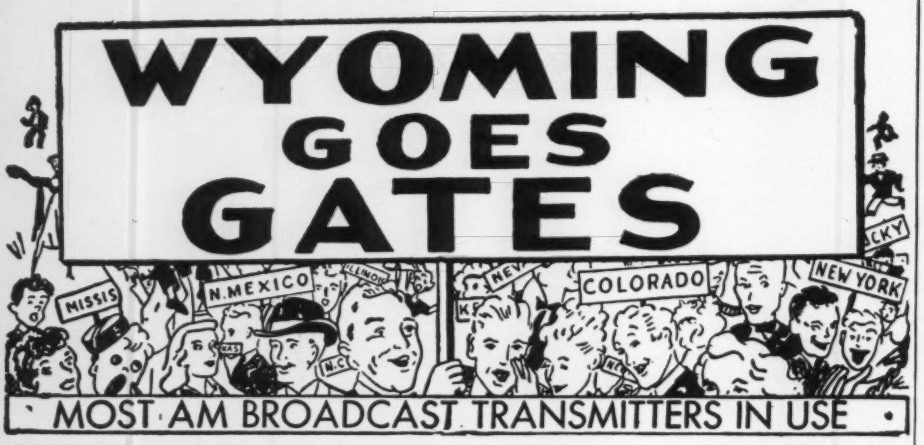

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other equipment changes. By separate order, Commission denied petition by Capital Television Inc., 40% owner of WCHS-TV, for clarification of Commission's order designating above application for hearing, so as to show Capital as separate party to hearing. Commission held that participation by minority stockholders as separate parties should not be permitted under circumstances of this case. Announced Sept. 11.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican stations modifying appendix containing assignments of Mexican stations attached to recommendations of North American Regional Bcstg. Engineering Meeting, Jan. 30, 1941.

Mexican List #195 **Aug. 15, 1956**

600 kc

XEXL Patzucaro, Michoacan—Delete assignment (see 1370 kc). 250 w unl. Class IV. 8-15-56.

920 kc

XEBH Hermosillo, Sonora—Change call letters from XEQN. 5 kw D, 1 kw N. Class III. 8-15-56.

XEXV Veracruz, Veracruz—New. 5 kw D, 250 w N. Class IV. 2-15-57.

1010 kc

XEDX El Sauzal, Baja California—Increase power. 1 kw D, 250 w N. Class II. 1-15-56.

1300 kc

XEYS Nueva Rosita, Coahuila—Change in time of operation. 1 kw D, 100 w N. Class IV. 5-15-56.

1370 kc

XEXL Patzucaro, Michoacan—Change in frequency from 600 kc. 10 kw D, 100 w N. Class IV. 2-15-57.

1470 kc

XERL Colima, Colima—Increase in N power. 1 kw unl. DA-N. Class III. 11-15-56.

1540 kc

XEQN, Hermosillo, Sonora—Change in call letters from XEBH. 5 kw unl. Class II. 8-15-56.

Routine Roundup . . .

September 6 Decisions

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

Suburban Bcstg. Corp., Hopkins-St. Louis Park-Edina, Minn.—Granted petition insofar as it requests dismissal of application for new am. Action Sept. 6.

By Chief Hearing Examiner James D. Cunningham

Claremore Bcstg Co., Claremore, Okla.—On petition, set aside Aug. 2 order dismissing for failure to prosecute application for new am; accepted late appearance. Action Sept. 5.

News On The Air Inc., Port Clinton, Ohio—Granted petition insofar as it requests dismissal of application for new am; dismissed as moot motion of **WXYZ Detroit** to hold applicant in default, and petition of Court House Bcstg. Co. to dismiss with prejudice. Action Sept. 5.

KFNF Shenandoah, Iowa—On Chief Hearing Examiner's own motion, continued indefinitely hearing on application to change ant.-trans. location and increase ant. height, pending action on petition to dismiss application without prejudice. Action Sept. 4.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—Granted petitions of Triangle Publications Inc. and **WATR-TV Waterbury, Conn.**, for leave to withdraw as parties and terminated their participation in proceeding on applications for mod. of cp of WKNB-TV (ch. 30), and for transfer of control to NBC; scheduled hearing for Sept. 7. Action Sept. 5.

By Hearing Examiner James D. Cuningham

Broadcast Bureau—Granted petition for extension of time to Sept. 19 to file proposed findings in proceeding on am applications of B. J. Parrish, Pine Bluff, Ark., et al. Action Sept. 4.

By Hearing Examiner Herbert Sharfman

Pachuta-Laurel, Miss.—Issued statement and order incorporating by reference transcript of further conference held July 30 and Sept. 4 and ordered that ruling there made will govern course of hearing on applications for mod. of cp of **WCOC-TV Pachuta**, and Laurel Television Co., Inc., for new tv (ch. 7) in Laurel. Action Sept. 5.

WCBQ Sarasota, Fla.—Issued statement and order incorporating transcript of Sept. 5 prehearing conference on applications for cp to replace expired cp and for mod. of cp for WCBQ, at which it was agreed that applicant furnish proposed direct case exhibits by Oct. 8; further conference to be held Oct. 15, with evidentiary hearing on Oct. 22. Action Sept. 5.

By Hearing Examiner Hugh B. Hutchison

Mayaguez, P. R.—On joint petition by Sucesion Luis Pirallo-Castellanos and the Department of Education of Puerto Rico, continued hearing on their applications and that of Ponce de Leon

Bcstg. Co. of P. R., for new tv on ch. 3 in Mayaguez, from Sept. 7 to Oct. 29. Action Sept. 5.

By Hearing Examiner J. D. Bond

KODY North Platte, Neb.—Ordered parties in proceeding on application of KODY to appear at conference on Sept. 11. Action Sept. 4.

By Hearing Examiner H. Gifford Irion

WDVM Pocomoke City, Md.—Granted petition to extent of delaying from Sept. 11 to Oct. 8 date for exchange of engineering exhibits, but denied as premature insofar as it requests change in date of hearing on am applications in Dockets 11256, et al. Action Sept. 5.

Huntsville-Sheffield, Ala.—Ordered prehearing conference on Sept. 21 in proceeding on am applications of Radio Huntsville Inc., Huntsville, and J. B. Falt Jr., Sheffield. Action Sept. 4.

BROADCAST ACTIONS

Actions by FCC

Following were granted renewal of licenses on regular basis: **KMCO Conroe, Tex.; KERB Kermit, Tex.; KOCA Kilgore, Tex.**

September 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

KMYC Marysville, Calif.—Seeks license to cover cp which authorized erection of third tower to be used with present northeast tower for D operation; increase in D power, and changes in DA ant.

KSLR Oceanside, Calif.—Seeks license to cover cp which authorized new am.

KART Jerome, Idaho—Seeks license to cover cp which authorized new am.

KRBO Las Vegas, Nev.—Seeks license to cover cp which authorized new am.

WTSN Dover, N. H.—Seeks license to cover cp which authorized new am.

WBLA Elizabethtown, N. C.—Seeks license to cover cp which authorized new am.

WTAB Tabor City, N. C.—Seeks license to cover cp which authorized increase in power.

WSYD Mount Airy, N. C.—Seeks license to cover cp which authorized increase in power; change in frequency; change in hours of operation; change trans. location; change in ant. system, and installation of DA.

KZEE Weatherford, Tex.—Seeks license to cover cp which authorized new am.

KOA-TV Denver, Colo.—Seeks license to cover cp which authorized new tv.

WKAQ-TV San Juan, P. R.—Seeks license to cover cp which authorized new tv.

License to Cover Cp Resubmitted

KGON Oregon City, Ore.—Resubmits application seeking license to cover cp which authorized change in frequency, increase in power and installation of DA.

Modification of Cp

KHQA-TV Hannibal, Mo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 24, 1957.

KSLM-TV Salem, Ore.—Seeks mod. of cp (which replaced expired cp which authorized new tv) for extension of completion date to March 1, 1957.

Renewal of License Returned

KIXX Provo, Utah—(Dated wrong).

September 11 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of September 7

KMUL Muleshoe, Tex.—Granted license for am station.

WMIS Natchez, Miss.—Granted license covering change in ant.-trans. location and changes in ant.

WBLY Springfield, Ohio—Granted license covering change in ant.-trans. location, changes in ant. system and operation of trans. by remote control.

KVOD Denver, Colo.—Granted license covering change from DA-D and N to DA-N only, and remote control operation of trans. while using non-DA.

WGSA Ephrata, Pa.—Granted license covering increase in power.

WGHN Grand Haven, Mich.—Granted license for am station.

WPHB Philipsburg, Pa.—Granted license for am station.

WFBS Fort Walton Beach, Fla.—Granted license for am station.

WEHH Elmira Heights-Horseheads, N. Y.—Granted license for am station and for specification of main studio location and operation of trans. by remote control.

KDIO Ortonville, Minn.—Granted license for am station.

KLIZ Brainerd, Minn.—Granted license covering change in frequency; increase in power; change in hours of operation; change in type trans., and changes in ant. and ground system.

WALM Albion, Mich.—Granted license covering increase in power.

Following were granted extensions of completion dates as shown: **KILO Grand Forks, N. D.,** to 3-23-57; **WBFY Charlottesville, Va.,** to 4-29-57; **WKVM San Juan, P. R.,** to 11-25-56.

Actions of September 6

WAVU Albertville, Ala.—Granted license covering increase in power and change in ant.-trans. location and studio location.

KIKI Honolulu, Hawaii—Granted license covering change in frequency.

WJDB Thomasville, Ala.—Granted license for am station.

WHBG Harrisonburg, Va.—Granted license for am station and for specification of studio location and remote control.

WZKY Albemarle, N. C.—Granted license for am station.

WBAW Barnwell, S. C.—Granted license covering increase in power.

WTAB Tabor City, N. C.—Granted license covering increase in power.

WLOC Munfordville, Ky.—Granted license covering change in ant.-trans. and studio location and operation of trans. by remote control.

WGRF Aguadilla, P. R.—Granted license for am station.

KFEL Pueblo, Colo.—Granted license for am station.

WORM Savannah, Tenn.—Granted license for am station.

WNVA Norton, Va.—Granted license covering change in frequency, increase in power and change in ant.-trans. location.

WBBN Perry, Ga.—Granted license for am station.

KNDY Marysville, Kan.—Granted license for am station.

WNIA Cheektowaga, N. Y.—Granted license for am station.

KTML Marked Tree, Ark.—Granted license for am station.

WYSR Franklin, Va.—Granted authority to operate trans. by remote control from 102 E. Fourth Ave., Franklin.

Actions of September 5

WNHC-TV New Haven, Conn.—Granted license covering cp for changes in commercial tv.

WAKR Akron, Ohio—Granted authority to

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Actions of September 4

WUNC Chapel Hill, N. C.—Granted license covering cp which replaced expired permit.

WCBE-FM Columbus, Ohio—Granted license covering cp which authorized new non-commercial, educational fm.

WKAR-FM East Lansing, Mich.—Granted license covering cp which authorized changes in licensed station.

WPWT (FM) Philadelphia, Pa.—Granted license covering cp which authorized changes in licensed station.

WOL-FM Washington, D. C.—Granted license covering cp which authorized changes in licensed station.

KSON-FM San Diego, Calif.—Granted license to cover cp which authorized changes in licensed station.

WAVU-FM Albertville, Ala.—Granted license to cover cp which authorized changes in licensed station.

KRNW (FM) Boulder, Colo.—Granted license to cover cp which authorized new fm.

WGRV-FM Greenville, Tenn.—Granted license to cover cp which authorized new fm.

WBSE-FM Hillsdale, Mich.—Granted license to cover cp which authorized new fm.

September 11 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

KFNF Shenandoah, Iowa—Granted petition insofar as it seeks dismissal of application to change ant.-trans. location and increase ant. height. Action Sept. 6.

KLFT Golden Meadow, La.—Denied petition for acceptance of late appearance and dismissed with prejudice application to increase power from 500 w to 1 kw. Action Sept. 7.

Terre Haute, Ind.-Salem, Ill.—On own motion, set aside requirement heretofore specified for parties to exchange exhibits in proceeding on am applications of Citizens Bcstg. Co., Terre Haute, and Salem Bcstg. Co., Salem. Action Sept. 10.

Clarksburg, W. Va.—Denied petition and rejected statement attached thereto "with respect to reply to oppositions to petition to amend or clarify issues" filed by applicants in proceeding on applications of Ohio Valley Bcstg. Corp., for new tv station in Clarksburg, and for consent to transfer control from News Publishing Co., Wheeling, W. Va., to WSTV Inc., Steubenville, Ohio. Action Sept. 7.

By Hearing Examiner Hugh B. Hutchison and Jay A. Kyle

Niles-St. Joseph, Mich.—Continued without date hearing on am applications of Voice of Berrien County, Niles, and Lake Broadcasters, St. Joseph, pending Commission action on petition of Voice of Berrien to dismiss. Action Sept. 7.

By Hearing Examiner Herbert Sharfman

KTSA San Antonio, Tex.—On own motion, continued indefinitely hearing on protest in re applications of O. R. Mitchell Motors for transfer of control of KTSA to McLendon Investment Corp., pending action on protestant's notice to withdraw. Action Sept. 7.

By Hearing Examiner Basil P. Cooper

Smith Radio Co., Port Arthur, Tex.—Denied petition for amendment of examiner's Aug. 2 order; scheduled oral argument for Sept. 26 on necessity for Port Arthur College to furnish information in tv ch. 4 proceeding. Action Sept. 5.

By Hearing Examiner Hugh B. Hutchison

WKMF Flint, Mich.—Granted petition for extension to Sept. 28 to file proposed findings in am proceeding. Action Sept. 10.

By Hearing Examiner J. D. Bond

Toledo, Ohio—Issued order in Toledo, tv ch. 11 proceeding which (1) denied suggested corrections to depositions, without prejudice to right of any party to submit within 20 days either stipulated corrections to deposition transcripts or corrections properly verified and certified by the witnesses and notary public who reported their testimony; (2) denied certain suggested corrections to transcript except as otherwise ordered; (3) ordered that written objections may be filed by any party within 20 days to transcript corrections made upon examiner's initiative in order; (4) ordered that any moving party named in Paragraph 1 of order may file within 20 days objections to any ruling made adversely to contentions advanced in pleadings under consideration, and (5) corrected transcript on own initiative. Action Sept. 7.

September 10 Applications

ACCEPTED FOR FILING

Modification of Cp

KILO Grand Forks, N. D.—Seeks mod. of cp (which authorized change in ant.-trans. location and changes in ant. system) for extension of completion date.

WMAL-TV Washington, D. C.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to March 31, 1957.

WWLP Springfield, Mass.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to March 31, 1957.

WDAM-TV Hattiesburg, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 31.

License to Cover Cp

KRGV-TV Weslaco, Tex.—Seeks license to cover cp which authorized new tv and to change studio location to 311 Missouri Ave., Weslaco.

License to Cover Cp Returned

WTUX Wilmington, Del.—Application seeking license to cover cp, which authorized increase in power, returned. (Incomplete.)

Remote Control

WAKR Akron, Ohio.

Remote Control Returned

KRPL Moscow, Idaho—(Signed by gen. mgr.).

September 11 Applications

ACCEPTED FOR FILING

Modification of Cp

KFRE (TV) Fresno, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 11.

License to Cover Cp Returned

WTRA Latrobe, Pa.—Application seeking license to cover cp, which authorized new am, returned. (Balance sheet dated after notary date.)

KOLY Mobridge, S. D.—Application seeking license to cover cp, which authorized new am, returned. (Exhibits dated after notary date.)

Renewal of Licenses

KERN-FM Bakersfield, Calif.; KHJ-FM Mt. Wilson, Calif.; KFBK-FM Sacramento, Calif.; KNEV (FM) Reno, Nev.; KLON (FM) Los Angeles, Calif.; KVCR (FM) San Bernardino, Calif.; WLSU (FM) Baton Rouge, La.; KVTT (FM) Dallas, Tex.

Remote Control

WYSR Franklin, Va.; KBEE (FM) Modesto, Calif.

Remote Control Returned

KROY Sacramento, Calif. (Dated wrong.)

SCA

KCMS (FM) Manitou Springs, Colo.—Seeks re-

Continues on page 128

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RADIO

Help Wanted

Managerial

Station manager with programming experience and ability. Independent 250 watt fulltime New England, newspaper affiliation, 50,000 city. Full details in first letter. Box 739A, B•T.

Sales manager—young, experienced, aggressive. Florida half million market daytimer. Please don't waste our time unless you have had plenty of experience. We offer exceptional opportunity: Good salary plus percentage and/or bonus. Box 782A, B•T.

Salesmen

We are seeking a hard-working salesman who can make a good living for himself on a straight commission basis and who can, by his efforts, become second in command and eventually manage a well established local station. You will need experience, education, sales ability, courage and determination. If you have them, write. If you don't, please don't take up my time because I'm busy making money. Box 785A, B•T.

St. Louis' top rated station specializing in negro programming has immediate opening for experienced high grade salesman. Take over immediate billing netting over $125 per week commission. Unlimited opportunity to make big money. Send full resume and photo. Address Bob Hetherington, KATZ, St. Louis, Missouri.

Help Wanted—(Cont'd)

Salesman: Guaranteed weekly salary, plus commission. Accounts assigned for service. Car allowance. Profit sharing plan. Immediate opening. Contact Manager, KHBG, Okmulgee, Oklahoma.

Florida fulltime 5000 watt NBC affiliate has opening for experienced salesman. Good draw on commission. WLAK, Lakeland, Florida.

Florida market that's booming, top-rated station with incomparable coverage and facilities to sell offers fine list of on-the-air accounts, car expenses and guarantee to a solid citizen who can sell good radio. Contact: Sales Manager, WCOA, Pensacola, Florida.

Experienced salesman wanted for top country and western music station. Salary plus commission. Send complete resume to Larry Glick, WQIK, P. O. Box 8186, Jacksonville, Florida.

Little Rock, Arkansas—KOKY—new all negro programmed station. Needs experienced white sales manager. If you like money and want to move up with rapidly expanding organization, send resume and photograph immediately. John M. McLendon, Box 1956, Little Rock, Arkansas.

Announcers

Wanted Glib DJ—with verve. Polished smooth-paced. Clever intros, rhyming, etc. Wanted by station in midwest. Box 639A, B•T.

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RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

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Mr. James Bell, Employment Manager, Dept. Y-3J
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Help Wanted—(Cont'd)

Independent kilowatt daytimer, midwest will pay $350.00 per month for 48 hour week to qualified announcer. Send audition, details and references first letter, no unmarried men. Box 726A, B•T.

Immediate opening in southeast Florida station now in 21st year. Top station in area. Must be good morning man, versatile, personality able to handle fast paced, very busy morning show on CBS station. Combo operation. Want no drifters. This is a permanent if you can qualify. Tell all in first letter, including salary expectations. Write Box 738A, B•T.

Announcer, first phone, sober, reliable with top-notch sell ability. Technical ability sufficient for capable routine equipment maintenance. Right salary for right man. Northwest Georgia independent. Box 769A, B•T.

Rapidly expanding chain in Pennsylvania needs experienced announcers, engineers, junior executives. Car essential. Announcers must have one year's experience. Must be fast, accurate board operators, play-by-play experience an asset but not essential. Engineers must be capable of assuming full responsibility of Chief, including maintenance, purchasing and installing new operations. Executives must have minimum two years staff experience and be ready for positions of responsibility immediately. Desire young aggressive men who know their jobs and who want to find a permanent place with a future in a growing organization. Send tapes, resumes, recent photographs to Box 784A, B•T.

Top rated NoeMac station, southwest, needs personality deejays and experienced mobile newsmen. Here's your chance to make top money and join America's fastest growing chain of independent radio stations. Rush tape and background. Box 801A, B•T.

Combo man with first class ticket, for night shift. Must be sober. Reliable. Come well recommended. Start by October 1. Salary open. Give full particulars first letter plus starting salary. Write Box 804A, B•T.

Minnesota station needs news director. Starting salary $90 weekly. Must be good announcer, able to type. Box 822A, B•T.

Little Rock, Arkansas—new negro station—KOKY. Wants 2 experienced negro r & b DJ's. Southerners preferred. Send complete resume, photograph and tape immediately. John M. McLendon, Box 1956, Little Rock, Arkansas.

Wanted—announcer with first phone—accent on announcing—write stating base salary expected to Simon Geller, WCRV, Washington, New Jersey.

Announcer, 1st phone. Routine maintenance, 41 hours. Can advance. Write or call Dick Coleman, WLBE, Leesburg, Florida.

Adult, experienced announcer for kilowatt independent. DJ, ability and sincere, friendly style. Excellent facilities, fine fellow employees, outstanding ratings, strictly professional atmosphere. Please include full background, photo and tape. WMIX, Mt. Vernon, Illinois.

Immediate opening north Florida station for announcer-salesman, preferably from southeast. Base salary, plus commission in agricultural market. Send resume and references Radio Station WNER, Live Oak, Fla.

Announcer—excellent opportunity for man with selling voice who can build musical shows from list of nation's top favorites and keep "intros" to selections brief and interesting. Send no tapes now. These will be requested later if you give complete outline of qualifications in letter to Program Director, WOC, Davenport, Iowa.

Personality disc jockey-announcer kw daytime. Profit sharing plan. WPAZ, Pottstown, Penna.

Announcer needed immediately. Contact WPRY, Perry, Florida.

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Lovely, fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Help wanted: Operator with first phone . WSYB, Rutland, Vermont.

Martin Block and Howard Miller disregard. But we are looking for men of your stature, highest rated in all our markets, Omaha, New Orleans, Kansas City, Minneapolis and we've just acquired a Miami station. Only alert and original sounding deejays need apply. All tapes returned immediately. Air tapes to Todd Storz, Kilpatrick Building, Omaha, Nebraska.

Help Wanted—(Cont'd)

Virginia station—needs experienced announcer for staff work. No drifters, drunks, or prima donnas, just a man who has an honest desire to enjoy radio at a good rate of pay with good working conditions and good living accommodations. If you want permanency in the minors instead of ulcers in the majors, send all details to WTON, Staunton, Virginia.

Announcer-engineer to handle Gates remote and Raytheon equipment. Excellent working conditions. Top pay. Daytime station. WTUX, Wilmington, Delaware.

Three announcers, one with first class license. New station opening about November 1. Want good, dependable men with ability and expect to pay accordingly. Send complete resume, picture, salary requirements, audition tape. Dick Holloway, c/o Niles Daily Star, Niles, Michigan.

Technical

First phone operator. Top salary, chance for advancement. No experience necessary. Box 683A, B•T.

Engineer with first class license. Experience desired in am and fm transmitter operation and maintenance. Single station city in medium sized Iowa town. Box 722A, B•T.

Engineer with first class license. Experience not necessary. New England daytimer. Write Box 744A, B•T.

First class engineer needed at once Ohio 5 kw. $80 to $100 weekly, 48 hours. Box 752A, B•T.

Kentucky station needs first class engineer immediately. Beginner acceptable. Write full details. Box 754A, B•T.

Chief engineer for 1000 watt fulltime station in Louisiana. Box 798A, B•T.

Engineer-announcer. Chance to become chief. Planning television expansion. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted. Engineer with first class license. Excellent working conditions, paid vacation. No announcing. Write or call Kenneth Kunze, Chief Engineer, WTTH, Port Huron, Michigan.

1st phone engineer. Chance for advancement, send full details to Dan Williams, WVOT, Wilson, North Carolina.

Programming-Production, Others

Experienced continuity gal for fulltime independent in large midwest market. Good salary, lovely downtown studio surroundings. Box 794A, B•T.

Fulltime newsman, experienced: Gather, compile, announce local news for top daytimer. Send tape, resume, photo, salary requirement. WESO, Southbridge, Mass.

Experienced news writer qualified to air own newscasts. Male or female. Contact Linc Harner, News Director, WJLK, Asbury Park, New Jersey.

News director, experienced local news and on-camera delivery. Opening effective immediately. Write J. W. Kelfin, Jr., WTVO, P. O. Box 470, Rockford, Illinois.

Little Rock, Arkansas—KOKY—new negro programmed station. Wants experienced, white "live wire" program director. Must have ability to supervise personnel and assume managerial duties. If you like money and want to move up, send resume and photograph immediately to John M. McLendon, Box 1956, Little Rock, Arkansas.

Reporter for replacement on three man news staff. CBS affiliate in city of 72,000. Excellent working conditions. Good pay for 40 hour week. Experienced man or recent journalism graduate. Gather, write and air local newscasts. Send resume, tape, sample copy. WSOY, Decatur, Illinois.

Situations Wanted

Managerial

Manager with go-getting sales ability **proven record,** contagious enthusiasm for radio plus chief engineer. Moderate salary, plus percentage. Best character, technical and other references. Box 628A, B•T.

Manager. Want permanent opportunity. Young family man experienced all phases. References, earnings on request. Prefer western location. Box 807A, B•T.

Situations Wanted—(Cont'd)

Sales manager/manager: Looking for facts, not fiction? So am I! Available, my detailed experience outline documenting the facts of successful manager/sales manager record. Three stations in sixteen years, two sold out from under me at top price. I'm now employed, but we both can do better. Negotiations confidential. Box 831A, B•T.

Manager: Seventeen years experience, three stations, factually documented. Top references. Personal friendship status, national time-buyers. Practical experience, all departments. Result getting record, local sales know-how. P & L's to prove. Married, two youngsters. Strictly sober, hard worker, experience-wise. Top credit, no debts. Quality civic leadership. Now employed. Request resume. Confidential. Box 832A, B•T.

Salesmen

Salesman, married, veteran. 8 years radio experience. Steady worker, presently employed. Will consider TV. Prefer West or Northwest. Box 805A, B•T.

Topflight girl. Advertising agency experience in radio-tv time buys, to prove valuable in sales with local New York independent radio station. Can lead as well as follow. Excellent contacts. Box 827A, B•T.

Announcers

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 677A, B•T.

Two years experienced staff—would like to try sports—vast knowledge of all major sports. Box 790A, B•T.

TV or radio. Man and wife proven sales records. Strong on the air personalities dj's musical backgrounds. Will do staff. Employed. Box 795A, B•T.

Let's trade. First phone 3½ years announcing, programming, spot production experience. Pleasant, listenable delivery, married, college education. Will trade for position in metropolitan area west of Mississippi. Box 797A, LAwrence 6-6251, Washington, D. C.

Hooper proven! The top-rated deejay in seven-station market wants bigger pay in bigger market. Strictly first class. Minimum starting wage $175 weekly. Box 806A, B•T.

Easy. Relaxed dj can sell for you. Good news. Desire moderate size market. Married, vet, experienced. Box 814A, B•T.

Negro deejay. Experienced, emphasis news, road salesman. Good market, scriptwriting, board operation. Box 819A, B•T.

Experienced DJ, knows music. Ability to perform and sell. Strong news, sports. Veteran. Now with top rated station, medium market. Box 820A, B•T.

Situations Wanted—(Cont'd)

Young announcer with private speech coaching plus broadcasting school graduate, desires first position. Terrific DJ, news, commercials. Hard, willing worker. Box 821A, B•T.

Staff announcer thoroughly trained in news, commercials, DJ and board. Tape available. Box 826A, B•T.

Experienced, single, college and SRT graduate. Strong on personality, news, DJ and selling commercials. Write original copy, shows. Also guitarist, folk-singer. Tape, resume, photo, available. Box 828A, B•T.

New York and vicinity: Young announcer, some experience. Third ticket, operate board. Tom DeCillis, 1100 Lowden Avenue, Union, New Jersey. Phone 4 PM to 9 PM. Elizabeth 3-0468.

Small station, staff position desired. Will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey, No telephone.

Announcer-engineer with first class license. Graduate of RCA Inst. and Cambridge School of Broadcasting. California or Florida preferred, but will relocate anywhere. Call or write Lonnie Padion, 520 West 139 St., NYC. WA 6-5673.

4 years experience negro deejay. Hard punching. Emphasis news-commercial-deejay shows. Board operation. Rudy Rutherford, 9 Palisade Avenue, Jersey City, N. J.

Programming-Production, Others

Newsman of vast experience, domestic and foreign, ranging from newspapers, through news agencies, to microphone, seeks bigger job in TV/radio. A promotable personality of already wide reputation. Now well employed but suited for imaginative, go-getting direction of news and special events, plus broadcasting. Politically conservative. Sober. Judicious. Extraordinary voice. Good appearance. Accomplished writer. Executive experience. Ideal for press-affiliated (or other) big city station or network that wants a big job done right. Tape, photo, biographical sketch, references available. Please state terms. Box 812A, B•T.

Available three weeks notice Program Director, ten years experience in radio and television. Thoroughly schooled in all phases programming, copywriting, promotion, sales. Desire to relocate. Female now employed. Box 786A, B•T.

Program director: 8 years solid background; heavy on music and news; lots of drive; seeks progressive indie; presently employed. Box 793A, B•T.

Program director. Music programming formula. Operate board, write news, continuity. Year experience. Industrious! 23, single. Present salary $350. Box 802A, B•T.

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USED

- 700 FOOT TOWER
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Contact: B. Presti
Broadcast Equipment Division
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Bloomington, Indiana Phone 7251

Situations Wanted—(Cont'd)

Program director-announcer with 50 kw network affiliate in major city. B.A. Degree radio production, 9 years all phases, young, single, stable, draft exempt. Desire position in medium sized market. Independent in midwest or southwest preferred, but all replies considered. Resume, references on request. Box 800A, B•T.

Sports director, 10 years experience in radio and television. Play-by-play includes Triple A baseball, college and high school football and basketball. Tape and brochure on request. Box 808A, B•T.

Newscaster. Peabody Award winner. Eight years news experience, network and independent radio. Dick Jacobs, 10613 Woodbridge, North Hollywood, California.

TELEVISION

Help Wanted

Salesmen

Salesmen or announcers who would like to enter sales. If you have year or two's experience or training in radio or television and would like to join the sales staff of an established UHF station, WSBT-TV in a solid UHF market plus 5000-watt CBS radio affiliate, WSBT, we would appreciate hearing from you. Permanent position. Hospitalization, free life insurance, company paid pension plan. Write Personnel Department, South Bend Tribune, South Bend, Indiana.

Announcers

Announcer-director. Ability to do convincing "on-camera" selling. Control room and production experience preferred, send resume and photo. Will request tape later if wanted. Manager, KKTV, Colorado Springs, Colorado.

Wanted . . . tv newscaster with minimum of three year's experience. Wanted by vhf west coast, network affiliated station. $150 weekly. All applications confidential. Write to Box 787A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Increasing staff—Maine's fastest growing station needs announcers. Experience preferred but not necessary. Interview in Bangor or Boston by appointment. Reply PD, WTWO Television, Bangor, Maine.

Technical

Projectionist—experienced, for medium market vhf. maximum power station. 40 hour, 5 day week. Reply Box 729A, B•T.

First class license man for studio, transmitter, operating, maintenance. Experience not necessarily required. At KDLO-TV, Garden City, South Dakota which is one leg of a three-television station regional hookup. Send full particulars and photograph to N. L. Bentson, 554 Northwestern Bank Building, Minneapolis, Minnesota.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting experience helpful. State salary requirements with resume. Box 509G, B•T.

Account opportunity in network for man experienced in general or program cost accounting in station in medium sized or larger market, willing to relocate in major market. College degree in Accounting, Finance or General Business. Experience in public accounting preferred. Age limit 32. Send detailed resume to Box 671A, B•T.

Girl as assistant to program manager. Established network vhf. Experienced on-camera helpful but not required. Typing and shorthand essential. Box 711A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Tv-radio program directors, others. Opportunity now exists to add to your present income by $100 to $400 per month without detracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 829A, B•T.

Do you know TV traffic operation? California VHF in ideal small market needs at once thoroughly experienced TV traffic girl. We use cardex system. Send complete details of experience, qualification and background first letter to KSBW-TV, P. O. Box 1651, Salinas, California.

Director-producer for WGEM-TV—Channel 10, vhf, NBC-ABC affiliate. Must have thorough knowledge of switching operation and commercial experience. Phone or write Program Director, WGEM-TV, Quincy, Illinois.

Opportunity for good newsman with some staff work. Tv only. Write qualifications and availability. Peter F. Gallagher, WGLV-TV, Easton, Pennsylvania.

Situations Wanted

Salesman

California preferred, $7,500.00 minimum incentive plan to 5 figures, relocation allowance. 9 years radio-TV. Emphasis sales, capable announcer-management experience. Age 32, familyman. Desire affiliation with active news conscious, civic minded station. Currently N.E., will consider all offers. Box 811A, B•T.

Salesman, nine years radio, one television. With present employer five years. Best of references. Want larger market, prefer city about 100,000. Box 813A, B•T.

Announcers

Announcer-salesman. First class license. 7 years mike. Interested primarily TV. Better than average income required. Employed. 799A, B•T.

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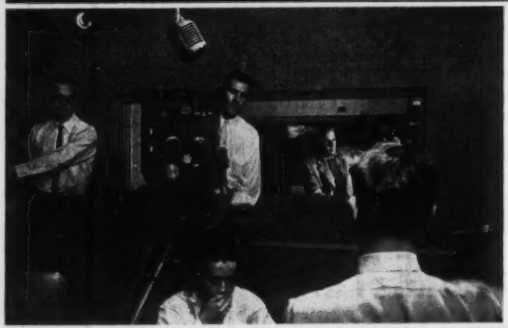

Professionally trained, well qualified Personnel Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. A Washington, D. C. and Hollywood class are pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

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TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv studio engineer, tv trained, first phone. Experience includes 2 years as studio technician and supervisor, 1 year video. Have directed, understand production. Interested California but will consider opportunity anywhere. Box 745A, B•T.

Recent 1st phone desires TV engineering spot. State salary and routine. Box 803A, B•T.

Programming-Production, Others

Tv-director-producer. 3 years New York agency-network. 2 years senior tv director top independent station. Brochure and references upon request. Box 765A, B•T.

Producer-director desires change . . . present employment secure. Excellent television background. Box 746A, B•T.

Television newscaster with proven ability. Mature, married, reliable. Box 788A, B•T.

Producer-director-writer-artist: 6 network years of motion picture and tv experience on top shows. Wanted: Position requiring imagination, intelligence, energy at local level. Box 789A, B•T.

TV program director. Top qualifications for top programming position. Experience, ability, talent, education. Age 30, twelve years professional radio and TV. Resume, personal interview. Box 796A, B•T.

Experienced cameraman-assistant director. Married. Video, audio, floorman. Desires production. Box 815A, B•T.

TV director. Experienced all phases of production including operating own switcher. Wishes to relocate southwest. Complete resume sent upon request. Box 830A, B•T.

FOR SALE

Chicago film studio—completely equipped to make tv film commercials, industrial, etc. Studio; offices; editing rooms. Including all cameras, light, sound equipment, remote truck, etc. $12,-500. Terms. Box 783A, B•T.

Stations

Have engineering study showing existence of available frequency near eastern radio stationless city of 75,000 with tremendous potential. Will offer study to interested party for cash or small ownership in station. Box 780A, B•T.

Florida major market daytimer, $150,000 on long terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

$225,000, fulltime 29% down, $165,000,000 retail sales; 140,000 people, projects 4 year capital return fast growing 3-station market, midwest. The Norman Co., 510 Security Building, Davenport, Iowa.

$15,000 down, $60,000 price, midwest, 30,000 people, day, 5 year, 5%; $18,000 down, $55,000 total, 48 months at 5%, city 35,000, midwest. The Norman Co., 510 Security Building, Davenport, Iowa.

Equipment

Mobile 50-watt FM transmitter, 152-174 MC, General Electric ET21A, operates from 12 volt car battery. Also General Electric ER25B receiver, 152-174 MC, AC operated for rack mounting. All equipment new, unused. Box 809A, B•T.

For sale, 4 ten foot diameter and 5 six foot diameter solid reflectors, make offer. Frank C. Carman, Radio Station KLUB, Salt Lake City, Utah.

A Federal field intensity Meter Model 101B Serial #38372 for measuring field intensities at any frequency. Price $200 FOB, KOEL, Oelwein, Iowa.

FOR SALE—(Cont'd)

For sale: 197 foot Wincharger guyed tower as it stands, including lighting system. Triangular uniform cross section. Call or write WBLY, Springfield, Ohio.

For sale: Revamping operation, have surplus two Gates CB-14 3 speed turntables with gray viscous arms, gray equalizers, GE pickups with diamond stylus one RCA BQ1A fine groove turntable with BQ12A booster amp. One 3 channel PT63 Magnecorder, one Gates MO-3625 gain set all perfect condition, 18 months or less old will give 30-day warranty on parts. Contact Manager, WBOF, P. O. Box 36, Virginia Beach, Virginia.

Auxiliary power system. Have two one and a half year old Diesel electric sets, rated 55kw, 220V, 3 phase, excellent condition. Sell one unit immediately. Write: WPTZ (TV), Plattsburgh, N. Y. Phone: 3070.

Holmes 16mm tv projector revised model LT; Presto 8 hour continuous play PB 17, 3¾ tape reproducer with pre-amp; best offer, must sell. Balter, 880 Bergen Avenue, Jersey City 6, N. J.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR3-3901, Temple, Texas.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

GE transmitter console BC 3A-1; 320′ Com. Prod. 3⅛″ coax boxed, mounting hardware, plus one 3⅛″ 90 degree bend. Irving C. Jackson, 8925 Francis Place, Lakewood, Colorado.

WANTED TO BUY

Stations

Interested in buying or leasing radio station Tennessee or Alabama. Brokers welcomed. All replies strictly confidential. Box 810A, B•T.

Private sales. Dignified personal service. **Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.**

Equipment

Used five or six bay superturnstile antenna for channel four. Give all information first reply. Box 757A, B•T.

Used RCA OP7 Portable mixer. State condition and price. Denny, 348 Indianwood Blvd., Park Forest, Illinois.

120′ of 1⅝″ Styroflex coaxial cable with end couplings for 1⅝″. Irving C. Jackson, 8925 Francis Place, Lakewood, Colorado.

Wanted: New surplus radio transmitting tubes any quantity. Types 893, 898, 852, 857, for Trans-International Fowarders, Inc., 82 Beaver Street, New York 5, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Announcers

GOOD OPPORTUNITY

With a RAHALL STATION for a personality announcer who knows how to SELL, SELL, SELL!! Send tapes and complete information to BOX 228, Beckley, West Virginia.

RADIO

Help Wanted—(Cont'd)

CHIEF ANNOUNCER WANTED

Small station serving growing and predominantly rural — small industry — large estate area in middle Atlantic state requires chief announcer who will take full responsibility on control board, supervise his three assistants, and help in programming. Must be mature, experienced man. This job is with a station with an excellent future; and the right man will share in the profits. Replies to this ad will be held in confidence. In answering, send tape, photo, references, complete outline of experience and indicate salary desired.

Box 818A, B•T

Managerial

RADIO STATION MANAGER

Well established station network affiliate. Best facilities in one of fastest growing communities in South. Must have excellent sales record and all-round ability. Great future for right man. Right now. State qualifications and references fully. Box 816A, B•T

Technical

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for non-travelling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to

Box 753A, B•T

Situations Wanted

Managerial

MANAGER

Dick Rudolph, former General Sales Manager of WITH, Baltimore, is available. Has averaged over $200,000 annual sales for past ten years. Also served with Hearst newspapers for 10 years. Know all agencies and advertisers in Baltimore, Philadelphia, Washington and Richmond. Best reference is my record.

6611 Edenvale Road,
Baltimore 9, Maryland
Hunter 6-4334

(Continued on next page)

Situations Wanted—(Cont'd)

Announcers

Top Rated Disc Jockey and Top Air Salesman with Impressive List of Sponsors in Major Metropolitan Market Desires to Better Himself Financially.
Box 763A, B•T

TELEVISION

Help Wanted

Technical

WANTED

Experienced Studio and Transmitter technicians for maximum power VHF in major market. Send resume, photo and phone number, to Box 817A, B•T

Programming-Production, Others

WANTED:

PROMOTION-PUBLICITY DIRECTOR

For television station in major New England market. While particular emphasis will be placed on your ability to supply salesmen and national rep with hard-hitting sales ammunition, you should have *well-rounded* experience in sales promotion (including the use of research), program promotion and publicity. You'll be expected to take an active role in community affairs. Good salary and future prospects, considerable creative opportunity and a generous budget. Rush *complete* information to Box 825A, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

WANT a TV or RADIO JOB?
Announcers, writers, producers in demand!
National Academy of Broadcasting
3338 16th St., N. W., Washington, D. C.
(both residence & correspondence)
New residence term starting now.
PLACEMENT

FOR THE RECORD

Continues from page 122

placement of expired authorization for SCA.

September 12 Decisions

BROADCAST ACTIONS
By the Commission

Following were granted renewal of licenses on regular basis:

WWGS Tifton, Ga.; WHRM Madison, Wis; WLSU Baton Rouge, La.; KOPO Tucson, Ariz.; KORT Grangeville, Idaho; KOVE Lander, Wyo.; KOVO Provo, Utah; KOZE Lewiston, Idaho; KPBM Carlsbad, N. M.; KPHX Phoenix, Ariz.; KPOW Powell, Wyo.; KQUE Albuquerque, N. M.; KTNM Tucumcari, N. M.; KTOO Henderson, Nev.; KTUC Tucson, Ariz.; KVNC Winslow, Ariz.; KVSF Santa Fe, N. M.; KWEI Weiser, Idaho; KWJB Globe, Ariz.; KIDO-TV Boise, Idaho; KPHO-TV Phoenix, Ariz.; KTVT (TV) Salt Lake City, Utah; KANW Albuquerque, N. M.; KFCA Phoenix, Ariz.; KVSC Logan, Utah; KGLU Safford, Ariz.; KGRT Las Cruces, N. M.; KICA Clovis, N. M.; KIDO Boise, Idaho; KIFN Phoenix, Ariz.; KLEA Lovington, N. M.; KMFM Mountain Park, N. M.; KNOG Nogales, Ariz.; KOAL Price, Utah; KRIZ Phoenix, Ariz.; KRLC Lewiston, Idaho; KRTN Raton, N. M.; KRUX Glendale, Ariz.; KRXK Rexburg, Idaho; KSEI Pocatello, Idaho; KSIL Silver City, N. M.; KSPR Casper, Wyo.; KSUB Cedar City, Utah; KSVC Richfield, Utah; KTAR Phoenix, Ariz.; KTFI Twin Falls, Idaho; KALG Alamogordo, N. M.; KALL Salt Lake City, Utah; KASL Newcastle, Wyo.; KAVE Carlsbad, N. M.; KAYT Rupert, Idaho; KBIM Roswell, N. M.; KBLI Blackfoot, Idaho; KBOI Boise, Idaho; KCKY Coolidge, Ariz.; KCLF Clifton, Ariz.; KDYL-AM-FM Salt Lake City, Utah; KELY Ely, Nev.; KENM Portales, N. M.; KEVT Tucson, Ariz.; KEYY Provo, Utah; KFUN Las Vegas, N. M.; KFXD Nampa, Idaho; KGAK Gallup, N. M.; KGEM Boise, Idaho; KGGM Albuquerque, N. M.; KOBE Las Cruces, N. M.; KODI Cody, Wyo.; KOH Reno, Nev.; KOOL Phoenix, Ariz.; KRPL Moscow, Idaho; KRSN-AM-FM Los Alamos, N. M.; KLMX Clayton, N. M.

September 12 Applications

ACCEPTED FOR FILING

Modification of Cp

WFIE (TV) Evansville, Ind.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

KTVC (TV) Ensign, Kan.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 25.

KGW-TV Portland, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 17.

KTRE-TV Lufkin, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WTAP (TV) Parkersburg, W. Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to March 1, 1957.

WDBJ-TV Roanoke, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 4, 1957.

WTVO (TV) Rockford, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 6, 1957.

WKRC-TV Cincinnati, Ohio—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Jan. 5, 1957.

WRGP-TV Chattanooga, Tenn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 8, 1957.

KPTV (TV) Portland, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 5, 1957.

WKBT (TV) La Crosse, Wis.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to March 6, 1957.

WUNC-TV Chapel Hill, N. C.—Seeks mod. of cp (which authorized new noncommercial, educational tv) for extension of completion date to April 6, 1957.

License to Cover Cp

KIMA-TV Yakima, Wash.—Seeks license to cover cp which authorized new tv.

KLEW-TV Lewiston, Idaho—Seeks license to cover cp which authorized new tv and to change studio location to 1115 Idaho St., Lewiston.

WCTV (TV) Thomasville, Ga.—Seeks license to cover cp which authorized new tv and to change studio location to 112 N. Madison St., Thomasville.

WGN-TV Chicago, Ill.—Seeks license to cover cp which authorized changes in facilities of existing tv.

WOSU-TV Columbus, Ohio—Seeks license to cover cp which authorized new noncommercial, educational tv.

Renewal of License

KSCO Santa Cruz, Calif.

Remote Control

WFBM Indianapolis, Ind.

FOR SALE

Stations

TV STATION
INVESTMENT OPPORTUNITY

Southern VHF
Two major network affiliations.
Owners desire to sell for personal reasons.
Now operating at profit.
$50,000 Cash required.
Terms: 5 years.
Note: All inquirers will be requested to show financial ability to complete *purchase* agreement. This is a private sale. No inquiries are solicited from brokers. Box 781A, B•T

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

425 FOOT GUYED
STAINLESS TOWER

Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Fla.

WANTED TO BUY

Equipment

Used old and obsolete broadcast transmitters power of 5 K.W. and up. Please send description and price to
Box 823A, B•T

CHANNEL changes proposed in the 14 pending deintermixture cases were issued last June, but without offset carrier designations. The following, issued by the FCC earlier this month, lists the frequency changes proposed with offset carrier specified for each channel.

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of Amendment of Section 3.606, Table of Assignments, Television Broadcast Stations. } Dockets Nos. 11747, 11748, 11749, 11750, 11751, 11752, 11753, 11754, 11755, 11756, 11757, 11758, 11759, 11799.

NOTICE OF FURTHER PROPOSED RULE MAKING

1. On June 26, 1956, and July 23, 1956, the above-entitled rule making proposals were issued by the Commission proposing to make certain changes in the television Table of Assignments contained in Part 3, Section 3.606, of the Commission's Rules and Regulations. The Notices of Proposed Rule Making stated that offset carrier designations for the channels proposed would be specified in the final Reports and Orders. However, some parties have indicated that it would be helpful to have this information prior to the submission of comments.

2. Suggested offset carrier designations for the proposals made in the above listed dockets are as follows:

Docket Number	City	Channel No. Present	Channel No. Proposed
11747	Springfield, Ill.	2+, 20+, *66+	20+, 26—, 39, *66+
	St. Louis, Mo.	4—, 5—, *9, 11—, 30, 36—, 42+	2+, 4—, 5—, *9, 11—, 30, 36—, 42+
	Lincoln, Ill.	53+	49+
11748	Hartford, Conn.	3+, 18—, *24	18—, *24, 61
	Meriden, Conn.	65—	—
	Easthampton, Mass.	61	—
	Providence, R. I.	10+, 12+, 16, *36+	3+, 10+, 12+, 16, *36+
11749	Galesburg, Ill.	40—	77
	Peoria, Ill.	8, 19, *37—, 43+	19, 25+, 31+,[1] *37—, 43+
	Rock Island, Ill.	(See Davenport, Iowa)	8
11750	New Bern, N. C.	13—	12+
	Norfolk-Portsmouth-Newport News, Va.	3+, 10+, 15, *21—, 33	3+, 10+, 13—, 15, *21—, 33
11751	Albany-Schenectady, Troy, N. Y.	6, *17+, 23—, 35, 41	6, *17+, 23—, 35, 41, 47
	Vail Mills, N. Y.	10—	—
11752	Mobile, Ala.	5+, 10+, *42, 48+	4+, 5+, 10+, *48+
	New Orleans, La.	4+, 6+, *8, 20—, 26, 32+, 61	3+, *8, 20—, 26, 32+, 42, 61
11753	Charleston, S. C.	2+, 5+, *13, 17+	2+, 4, 5+, *13, 17+
11754	Madison, Wis.	3, *21—, 27—, 33+	*3, 21—, 27—, 33+
11755	Duluth, Minn.-Superior, Wis.	3, 6+, *8—, 32, 38	3, 6+, 8—, *32, 38
11756	Miami, Fla.	*2, 4, 7—, 10+, 23—, 33	*2, 4, 6, 7—, 10+, 23—, 33
11757	Evansville, Ind.	7, 50—, *56, 62	*7, 50—, 56, 62
11758	Auburn, N. Y.	37—	—
	Elmira, N. Y.	9, 18+, 24—	18+, 24—, 30
11759	Fresno, Calif.	12+, *18—, 24, 47, 53	*18—, 24, 30+, 47, 53
	Madera, Calif.	30+	59
	Santa Barbara, Calif.	3—, 20, 26	3—, 12+, 20, 26
11799	Columbia, S. C.	10—, *19+, 25—, 67+	5.[2] 10—, *19+, 25—, 67+
	Charleston, S. C.	2+, 5+, *13, 17+	2+, 4, *13, 17+ or 2+, 7—, *13, 17+

FEDERAL COMMUNICATIONS COMMISSION
Dee W. Pincock
Acting Secretary

Adopted: August 30, 1956
Released: September 5, 1956

[1] This assignment would require a change in the offset carrier requirement of Channel 31 in Milwaukee, Wisconsin, from Channel 31+ to 31—.

[2] This assignment would require the following offset carrier changes:

Raleigh, N. C.	Ch. 5 even	to	Ch. 5—
Washington, D. C.	5—	"	5+
New York, N. Y.	5+	"	5—
Boston, Mass.	5—	"	5+
Bangor, Me.	5+	"	5 even

UPCOMING

SEPTEMBER

Sept. 21-22: Advertising Federation of America, 8th district, Milwaukee.

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Captain Shreve Hotel, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

Sept. 28-29: Broadcasters Sales Management conference, University of Mississippi, University, Miss.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	**Sept. 17-18**	**Nicollet Hotel Minneapolis**
Region 7 (Mountain States)	**Sept. 20-21**	**Utah Hotel Salt Lake City**
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	**Sept. 24-25**	**St. Francis Hotel San Francisco**
Region 6 (Kan., Okla., Tex.)	**Sept. 27-28**	**Okla. Biltmore Okla. City**
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	**Oct. 11-12**	**Shoreham Hotel Washington**
Region 1 (New England)	**Oct. 15-16**	**Somerset Hotel Boston**
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	**Oct. 18-19**	**Sheraton Lincoln Indianapolis**
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	**Oct. 25-26**	**Dinkler-Tutwiler Birmingham**

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 2: Illinois Broadcaster Assn. semi-annual meeting, Abraham Lincoln Hotel, Springfield, Ill.

Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 3-4: NARTB Tv Code Review Board, Tides Inn, Irvington, Va.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 5: Ohio Assn. of Radio-Tv Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 5-6: Midwestern Advertising Agency Network, 4th quarterly meeting, Edgewater Beach Hotel, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.

Oct. 10-11: Kentucky Broadcasters Assn., annual meeting, Hotel Kenlake, Kentucky Lake.

Oct. 12-13: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.

Oct. 12-14: Intercity Conference of Women's Advertising Clubs, Minneapolis.

Oct. 12-14: Advertising Federation of America, 3rd district, Charlotte, N. C.

Oct. 15-17: Radio-Electronics-Tv Mfrs. Assn., fall radio meeting, Hotel Syracuse, Syracuse, N. Y.

Oct. 18-20: Gamma Alpha Chi, National Women's Professional Advertising Fraternity, biennial national convention, U. of Illinois, Urbana, Ill.

Oct. 19-20: AAAA East Central Regional Meeting, Aurora Inn, Aurora, Ohio.

Oct. 21-23: Central Canada Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

Oct. 22-23: Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24: Assn. of National Advertisers, annual meeting, Drake Hotel, Chicago.

Oct. 29-30: Second annual RAB Natl. Radio Advertising Conference, Waldorf-Astoria Hotel, New York.

NOVEMBER

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn. annual convention, Hotel Clift, San Francisco.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 16: Arizona Broadcasters Assn., annual meeting, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2nd annual conference, Hotel Ambassador, New York.

BROADCASTING • TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and bo[illegible] Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

editorials

McConnaughey on Target

THEREFORE, for the first time publicly, I am proposing that broadcasting licenses and renewals be given the same treatment as licenses for other services and that they be for a period of five years."

In those words, FCC Chairman George C. McConnaughey endeared himself to the broadcasters of the nation. The words were spoken before a capacity meeting of the Radio & Television Executives Society in New York last Wednesday. They brought rousing applause.

Mr. McConnaughey has the support of his fellow commissioners. They feel that, with the investment entailed in going into the broadcasting business, the three-year license is a slender thread indeed for economic stability. Non-broadcast licenses, most of them entailing much smaller investments, may be issued for five years.

The FCC now can be expected to recommend to Congress, when it convenes in January, that the Communications Act be amended to provide for the five-year license tenure. Broadcasters should back up the Commission by adopting strong resolutions at the NARTB regional meetings which get underway this week. And the state associations as well as all other organizations representing the broadcast media should follow suit.

One Week Worth Noting

THE WEEK of Sept. 23-29 is National Television Week. It also is National Dog Week. For that matter, it also is Home Fashion Time, Christian Education Week, National Tie Week, Visit Your Dealer Week and it contains Gold Star Mother's Day.

Assuming that tv broadcasters across the country are more interested in promoting their own rather than man's best friend, we suggest they get behind the promotion mapped out by NARTB, RETMA, TvB and the National Appliance & Radio-Tv Dealers Assn. The promotion puts across a point: how important television is in the lives of all Americans. It also makes a sales pitch: for second, portable and color sets.

Admittedly, special "weeks" are getting to be a bore because of the sheer weight of numbers. Tv Week need not be in that category. How the public will react—or if—depends in direct proportion to the amount of attention the industry itself gives to its own special week.

Empire Building

SHOULD there be new regulations to govern multiple ownership of broadcast stations? The FCC is pondering this question, having been given *carte blanche* by the Supreme Court to write reasonable regulations limiting ownership.

The present limitation on ownership by a single entity is, for tv, five vhf stations plus two uhfs, and for am and fm, a maximum of seven stations. The numerical limits are arbitrary. They now apply irrespective of the size of the markets served or the coverage of the stations.

At the last Congress, practically identical bills were introduced in House and Senate to substitute for the seven-station rule a 25% of population yardstick. Under it, conceivably five stations in the first five markets might surpass the population limit, or, at the other extreme, perhaps two dozen small stations in secondary markets would be permissible.

The FCC is considering this and several other alternative plans, but is sharply divided. There is support for a case-by-case approach, but this unquestionably would result in special pleadings and endless controversy.

The situation today obviously is inequitable. The concern is over the influx of investment capital by non-broadcasting entities, with the accent on television. In a comparative hearing, the FCC, all other aspects even, gives preference to the local applicant, as opposed to the non-resident. Yet, a non-local group can come along later and buy the property, with approval of the FCC virtually assured.

Broadcasting is an attractive business for investment capital—television being particularly appealing, although radio has experienced a remarkable resurgence in values in recent months. In many instances there are tax angles which permit the purchaser to pay a big price and still make a long-term advantageous deal. Usually, the licensee, notably if there's a multiplicity of stockholders, feels he cannot afford to reject the proposition.

No one questions the need for restraint by the licensing authority. Without it, wealthy individuals or organizations could conceivably acquire stations in all key markets and exert control in public affairs and business which would be unattainable in any other manner.

The FCC realizes, moreover, that if the trading in stations continues at the current pace, Congress will step in. And, historically, Congress deals with a heavy hand in anything that smacks of monopoly control.

Of the many complex policy questions before the FCC, few are more important than multiple ownership. A high degree of wisdom and courage is called for.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I'm not *making a shirt commercial! It just happens I've got an infected eye!"*

New Era at NBC

IN THE nine years he was with NBC, Sylvester L. (Pat) Weaver Jr. became probably the most talked-about executive in network broadcasting.

Not all of the talk was complimentary. A management man who defies the rituals of managerial behavior is apt to provoke criticism among those who hold the rituals dear. To some of his contemporaries, the vision of Mr. Weaver making policy while astride a bongo board was shattering.

Yet, there always was much talk in admiration of Mr. Weaver's creativeness, and we suspect that in time that sort of talk will survive while the criticism disappears. The truth is that Mr. Weaver, more than any other individual, gave shape and excitement and courage to television programming during the big growth years of network tv.

In a sense he was miscast both as president and chairman of the board of NBC. There is little evidence that he had or wished to develop an extensive interest in administration. He was and is a showman, whose flair for elegance and glitter is tempered by respect for substance.

These are talents which television can and undoubtedly will continue to use.

Meanwhile, NBC begins operating under a reorganized management team composed of experienced executives of proved accomplishment.

The management team, in contrast to one-man dominance, has become the common structure of U. S. business. We wish Mr. Weaver and NBC success in their personal and corporate futures.

Powerful, new Fall line-up for KSTP Radio!

NEW STARS . . . NEW SHOWS . . . NEW MUSIC!

That's the story of KSTP Radio which opens the Fall season with an exciting, all-new line-up of sparkling radio entertainment!

Popular KSTP Television stars have joined with top KSTP Radio personalities to present the finest programs in the Northwest.

New features include on-the-spot tape recordings made daily by roving reporters and interjected into various shows in the style of NBC's successful "Monitor;" "Talk Time" is a new show in which listeners may participate by telephone; live music and interviews are other new features.

Now is the time to put KSTP to work for you. Take advantage of the Northwest's BIG station with the new concept in radio programming to do your most effective selling job in this vital FOUR BILLION DOLLAR market.

KSTP *Radio*

50,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"PRICED and PROGRAMMED" to serve today's radio needs!

Represented by Edward Petry & Co., Inc.